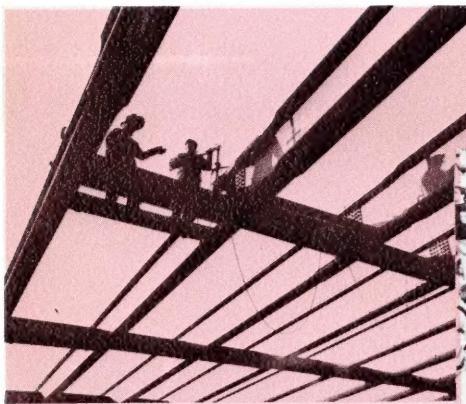
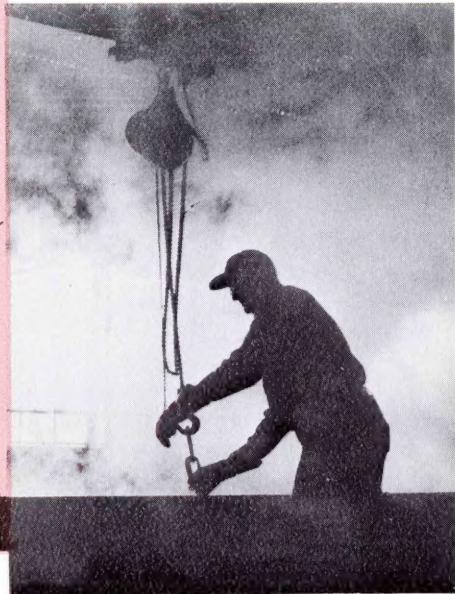
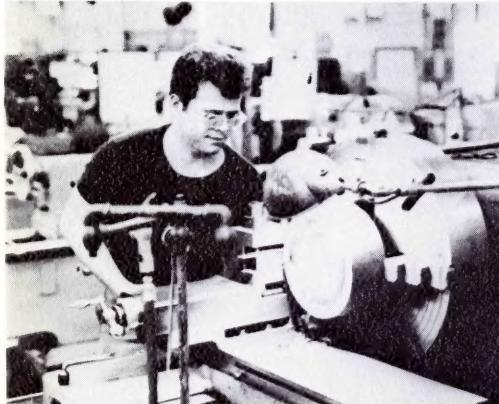


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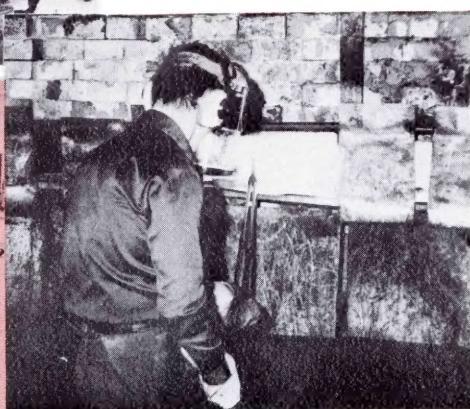
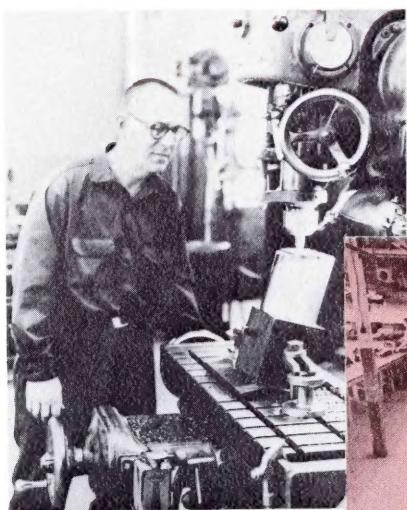
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OVERVIEW: INDIANA ECONOMY





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COVER PHOTO

Montage depicting pictorially some of the economic topics discussed in this issue.

PHOTO THIS PAGE

People—the basis of economy.

INSIDE BACK COVER PHOTO

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Commerce and INDIANA

*This entire issue of *Commerce and Indiana* has been dedicated to an over-view explanation of Indiana's economy. The component articles deal with separate aspects of Indiana's economy. The whole issue is entitled "Overview of Indiana's Economy." The individual articles, in the order of their appearance are*

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by Max Moser*

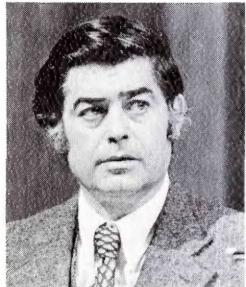
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Basil Kafiris



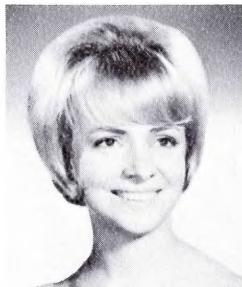
John Kravis

It is our belief in the Department of Commerce that after this issue has been thoroughly read, readers will realize a greater understanding of Indiana's economy. Perhaps, in some cases, this understanding will lead to economic improvement.

This special issue has been written by members of the International Trade and Economic Research Divisions of the Department of Commerce. Basil Kafiris serves as director to both divisions. Kafiris invited, as special contributor, John Kravis to comment on the transportation facilities in Indiana. Kravis is the director of fiscal analysis in the Indiana Legislative Council. Other contributors are Jane Blankenship, assistant director of the International Trade Division, and Juanita Jahn and Max Moser, assistant directors in the Economic Research Division.



Jane Blankenship



Juanita Jahn



Max Moser

Overview: MANUFACTURING

Dynamic Sector of Indiana Economy

Indiana is the center of a vast manufacturing belt which stretches from the Middle Atlantic States to the Mississippi River. The East North Central Region, including the states of Indiana, Ohio, Illinois, Michigan and Wisconsin, is the manufacturing mecca of the United States and leads the nation in total manufacturing statistics. The region's dependence on manufacturing is great, considering the fact that it has only 20 percent of the nation's population.

The major product categories for which the region is outstanding are transportation equipment; machinery (except electrical); rubber and miscellaneous plastic products; and fabricated metal products. This manufacturing picture of the Great Lakes Region suggests the predominant position of durable manufacturers based on metals, which includes the automotive industry, power-using machinery and machine components industries. These industries are typically characterized by developed technology and production techniques, high skill levels and labor productivity, and high wages and earnings. On the other hand, the sensitivity of these industries to changes in business conditions results in high cyclical variability with great fluctuations in employment.

Indiana, which is one of the leaders within the Great Lakes Region in the production of primary metals, trailing only Ohio, holds a third position among the region in the production of rubber and miscellaneous plastic products. However, Indiana fares less than average in the other two industries, machinery except electrical and fabricated metal products, for which the region is a leader.

Indiana is in the center of the Great Lakes Region, and its manufacturing ranks ninth in the nation in value added by manufacturer and seventh in capital expenditures for the year 1967.

In 1970 there were almost 7,000 manufacturing firms in Indiana, employing over 750,000 people of a total employed work force of over two million persons. The total work force of the state is highly skilled and educated to meet the demands of new industry and technology, and certain studies have shown that 99.1 percent of the work force over 25 years of age have attended school.

Indiana's most important manufacturing industries are those engaged in durable goods industries:

Industries employing over 50,000	Number of employees 1969
1. Electrical Machinery	128,000
2. Primary Metals	113,000
3. Transportation Equipment	104,700
4. Machinery, Except Electrical	69,300
5. Fabricated Metal Products	59,300

From the non-durable industries the most significant are the following according to the number of workers for 1969:

1. Rubber and Miscellaneous Plastic Products, 31,400
2. Printing and Publishing, 27,700
3. Chemicals and Allied Products, 27,400
4. Paper and Allied Products, 14,400

The most important variables or indicators of the industrial growth are usually: (1) number of employees; (2) value added by manufacturer; (3) payroll and capital expenditures; and to a lesser extent, the number of new and expanding establishments every year in the state. All of the above indicators place Indiana in a favorable position in the area of manufacturing.

Employment

Manufacturing employment for the period 1958-1967 increased by 28.9 percent in Indiana compared to 23.6 percent for the United States as a whole. In real numbers, the total manufacturing employment in Indiana in 1958 was 548,100. This figure rose to 716,000 workers in 1967 and reached 750,000 in 1970. For the entire period of 1960-1970 the leading industries have remained: Electrical Machinery, with an increase of over 46.5 percent; Fabricated Metals, with an increase of 41.9 percent; Machinery, except Electrical, with an increase of 30.0 percent; and Transportation Equipment, with an increase of 18.7 percent. However, the Instruments and Related Products industry, though small in number of employees (6,700 in 1969) experienced a greater percentage increase (45.7) during the last decade. The only declining industry from the durable goods categories was the Stone, Clay and Glass Products Industry, with a decline rate of 4.6 percent.

On the other hand, for the ten year period, in the non-durable industries impressive growth in the number of employees was experienced in the Printing and Publishing industry (a 30.0 percent increase), the Chemicals and Allied Products (19.1 percent increase), and Paper and Allied Products (18.6 percent increase).

Value Added by Manufacturer

Similar patterns follow the increase of the value added by manufacturer for Indiana manufacturing. In 1970 the total value added for the state by manufacturer was \$10.3 billion. This figure has almost doubled from the 1958 total of almost \$5.4 billion.

Again four industries, Primary Metals, Machinery except Electrical, Electrical Machinery, and Transportation Equipment, have a combined total of about \$6 billion, or more than the total value added by manufacturer in 1958 and over 50 percent of the 1966 total value added. The next 21 percent of value added is provided by three industries: Food and Kindred Products, Chemicals and Allied Products, and Fabricated Metal Products. Textile Mill Products represent the lowest level of value added.

Capital Expenditures

New capital expenditures in Indiana totaled over \$1 billion in 1966, which was almost a 50 percent increase over the 1958 total of a little more than \$490 million. The Primary Metals classification was the leading industry in capital expenditures, and it exceeded the second ranked Electrical Machinery by 24 percent.

These two industries, plus Transportation Equipment comprise 67 percent of the total new capital expenditures of the state in 1966. Five Standard Industrial Classifications make up the next 24 percent of the capital expenditures. These classifications are: Machinery except Electrical (61.4 million), Chemicals and Allied Products (59.5 million), Food and Kindred Products (50.0 million), Stone, Clay and Glass Products (49.0 million), and Fabricated Metal Products (36.0 million). The remaining 9 percent of total state new capital expenditures is divided among the remaining 12 classifications.

Payroll

The payroll total in Indiana in 1958 was \$2.8 billion. By 1966 this figure had doubled to \$4.9 billion. Sixty percent of the state total payroll is contributed by four industrial classifications which are: Primary Metals, \$894.7 million; Electrical Machinery, \$787.6 million; Transportation Equipment, \$786.3 million; and Machinery Except Electrical, \$502.1 million. The total payroll of these four industries (\$2,970,824,000) is greater than the 1958 state total payroll. Four classifications comprise the next group of industries representing 20 percent of the state total payroll. These industries are: Fabricated Metals, \$304.9 million; Food and Kindred Products, \$268.6 million; Chemicals and Allied Products, \$205.2 million; and Printing and Publishing, \$164.3 million. Eight industrial classifications, therefore, make up the remaining 20 percent of the state total payroll.

New and Expanding Industries

As of 1967 there were 1,082 establishments in Indiana which had begun operations between 1958 and 1967 and were still operating. The 1967 total employment of these establishments was 80,953 employees. This was 11.8 percent of the total 1967 manufacturing employment.

The leading industries were Primary Metals with 14,934 new employees, Electrical Machinery with 13,854 new employees, Transportation Equipment with 10,045 new employees, Rubber and Plastic Products with 7,571, Fabricated Metals with 6,314 and Machinery except Electrical, 4,785.

In addition, the Indiana Department of Commerce report, *1968 New and Expanding Industry*, reported that during 1968 135 new companies began operations in Indiana and that 395 already existing companies expanded their operations. This created an estimated 27,919 new jobs for 1968. Similarly, the 1969 edition of this annual report discovered that 1,965 new plans opened their doors during that year and that 317 already existing companies expanded the facilities. These new and expanded companies created an estimated 21,616 new jobs for the Indiana economy. 1970 information on new and expanding industries is currently being compiled by the Economic Research Division.

Indiana Manufacturing: Problems and Suggestions

The most significant aspect of Indiana manufacturing is its growth dependence upon the durable goods industries. In 1966 76.7 percent of total manufacturing employment in Indiana was in the durable goods industries, and in 1969 it was even greater, 78.2 percent, compared to 59

percent for the U.S. as a whole. In 1966 Indiana's durable goods industries paid 80.2 percent of total manufacturing wages and salaries, or over \$2.8 billion, while the non-durable goods industries paid only one-fourth as much. The same is true with the other indicators of manufacturing growth, such as capital expenditures, new and expanding industries which come to Indiana, or industries which expand their existing facilities; most of these activities take place in durable goods industries.

The gap between durable goods and non-durable goods industries was present in 1958 also, but it is now widening further. Between 1958 and 1967 employment increased 32.6 percent in the durable goods industries, but only 14.1 percent in the non-durable goods industries. Similarly, value added by manufacturer increased 92 percent for the durable goods industries compared with a 57.8 percent increase for the non-durable goods industries.

To become more specific, there were 4,400 fewer employees in the textile mill products industry in 1967 than there were in 1958, and from 1960 to 1969 the decline was more than 1.3 percent. Food and kindred products industries employees dropped by 10.5 percent from 1958 to 1967, and by 12.1 percent from 1960 to 1969. Another declining non-durable industry was petroleum and coal products, with a rate of decline in employment from 1960 to 1969 of 34.0 percent.

On the other hand, the service producing industries experienced a lower percentage increase in employment in comparison with the other major industrial states. Of the eleven top industrial states, Indiana has ranked eleventh in the total number of employees in every service producing non-agricultural category for the past decade. In addition, our percentage rate of growth is lower than the majority of these states in every category except government services. *In all of these service producing areas except government, there are states which are growing at more than twice the rate of Indiana.*

Undoubtedly the durable goods industries are highly progressive, capital intensive, and growth oriented; the industries in Indiana which leads to a high growth rate of manufacturing in the state. The "growth poles" nature of the durable goods industries is a highly commendable characteristic, and the only unfavorable effect of such industries is their highly cyclical variability.

Durable goods industries are affected by upswings and downswings in the economic cycle to a greater degree than the non-durable goods industries. This is because the purchase of durable goods is a postponable decision that depends on actual as well as expected income and on other highly volatile and unpredictable shifts. The effects are felt first in the consumer durable goods industries and are then amplified to the primary metals and components industries.

The public policy question here is one of weighing the advantages of growth versus the advantages of greater stability. These two objectives are related but are not mutually exclusive. Obviously, stability at the expense of slow growth is undesirable. The solution does not seem to be in the discouragement of the durable goods industries which are the growth poles of manufacturing. *The answer lies in diversification, in helping to promote and expand the non-durable goods industries.* At the same time, fiscal management can provide some palliative measures for the inherent instability of the durable goods industries. The pulling force of the durable goods industries, when coupled with the balancing effects of diversification and other measures that alleviate the hardships of cyclical instability, will result in an economy whose manufacturing growth is both stable and sustained.

Overview: LABOR MARKET

U.S. and Indiana Unemployment Rates

The deliberate efforts to cool the overheated economy in the late 1960's has had a measurable impact on Indiana's labor market. From the low unemployment rates of around 3-3.5 percent during the economically roaring mid-1960's, the U.S. unemployment rate began increasing in 1970 to a high 6.2 percent by the end of the year. Similarly, Indiana's unemployment rate was as low as 2.5 percent in March, 1969, but also began climbing by early 1970 to a 6.1 percent in December. During 1971 both the U.S. and the Indiana rates levelled at slightly under 6 percent. The latest available figures (September, 1971) show that the seasonally adjusted unemployment rate for the U.S. is 6.0 percent, and for Indiana 5.9 percent (see table 1).

Of special note, at no time during the economically booming years of the 1960's was Indiana's unemployment rate as high as that of the national average. But since January, 1970, the two rates have see-sawed back and forth, each showing a higher rate in different months.

Industries Hardest Hit

Durable goods producing industries (ordnance, primary metals, fabricated metals products, electrical machinery, transportation equipment, etc.) feel the effects of economic "slow" times much more than do the more stable nondurable goods producing industries (food products, apparel, printing, chemicals and drugs, rubber and plastics, leather, etc.). The last 24 months have been especially hard on Indiana's durable goods producing industries—and 76 percent of Indiana's manufacturing employment is in the durable goods industries.

Indiana industries particularly depressed were the television component manufacturers of the electrical machinery industry, and the transportation equipment industry. Lagging consumer sales in these industries resulted in substantial layoffs. The construction industry entered the 70's with high unemployment, but has since rebounded back to life—especially in housing and apartment building.

Indiana is the third largest steel producing state, so what affects steel affects Indiana. This industry as a whole is experiencing a slump in sales. Prior to the mid-1971 steel strike there was a six-month inventory buildup of steel, but with increased foreign competition and large inventories, it is hard to ascertain how Indiana's steel producers and the state economy overall will be affected.

Age, Occupational Groups, and Sex

A greater percentage of men than women were affected by the recent economic slowdown. In 1969, male workers constituted 51.0 percent of the total of those claiming unemployment benefits, while in 1970, 57.7 percent of the claimants were men.

The under-25 age group experienced a rise to 17.5 percent of total unemployment claimants in 1970, compared with 13.1 percent in 1969. Another rise occurred in the 25 to 34 age group—from 19.4 percent in 1969 to 23.7 percent in 1970. In the older age groups, namely 55 and over, a sharp drop occurred in 1970—17.9 percent, down from 25.9 percent in 1969. This reflects the fact that younger workers with less seniority are usually caught first by employment reductions.

The percentage of unskilled workers increased from 1969 to 1970. Also, the inexperienced are cut back first when companies lay off. Services, and clerical and sales positions showed declines in their percentages to total claimants, an indication that in times of rising unemployment, these occupations are not affected as rapidly as others.

Thirty-five percent of Indiana's nonfarm industrial labor force is female. This compares with a U.S. average of 37 percent. There are 646,400 women employed in this state's nonfarm industries in April, 1971, the latest month in which data is available. Thirty percent of the females employed in manufacturing are employed in the electrical machinery (SIC 36) industry. Slightly more than 65 percent of the female nonfarm labor force is employed in nonmanufacturing concerns like government, retail trade and services.

Two Long Range Problems

Two elements that are having immediate effect on the labor market are the young adults of the post war baby boom and de-escalation of the VietNam conflict. A large proportion of these young people have continued their education beyond high school and will augment the supply of professional, technical and managerial workers.

Reduced production of military goods has had a marked effect on Indiana's business and economy. Because of the composition of industry in the Midwest, employment generated by defense production is principally in non-sophisticated products such as ammunition, vehicles and replacement parts—all items that are expended rapidly during times of armed conflict, and need to be replaced.

The U.S. Department of Defense estimated that direct defense generated employment increased from 35,300 in June, 1965, to 72,300 in June, 1968. This latest figure is 3.5 percent of the total Indiana labor force—the highest defense dependency ratio of all the Great Lakes states. The employment generated indirectly by defense activities would add substantially to this number.

A reduction of defense production would not have a great impact on the labor market balance in a period of vigorous growth, but in a period of slow growth, a sharp reduction contributes to the employment problems.

Outlook

Most indicators point to increased employment in the foreseeable future. Certain segments of the economy have already pulled out of this latest slump. Employment in construction industries has already increased, and retail sales in many areas has begun to steadily climb during the last few months. Stockpiles of steel should lower in the next few months causing the steel mills of Northwest Indiana to resume normal production and employment soon.

On the whole, people have the money (savings is currently very high), but have not been spending it. As soon as public and corporate confidence is restored, it is predicted the economy will pick up, employment will rise, and unemployment will decline.

Summary

Indiana's nonagricultural work force has steadily increased from 1,431,400 to 1960 to 1,847,800 in September, 1971. But due to deliberate efforts to cool the overheated national economy, the growth rate has slowed considerably, causing higher unemployment during the last two years to a relatively high 5.9 percent in September, 1971. This unemployment rate is only a slightly below the U.S. rate. During the last two years Indiana has lost its favorable position of maintaining a lower unemployment rate than the U.S. average.

As in most economic slumps, Indiana's durable goods producing industries suffered more than the nondurable industries during the last two years. Especially hard hit were steel and certain electronics industries.

The male, young, and unskilled workers suffered the most.

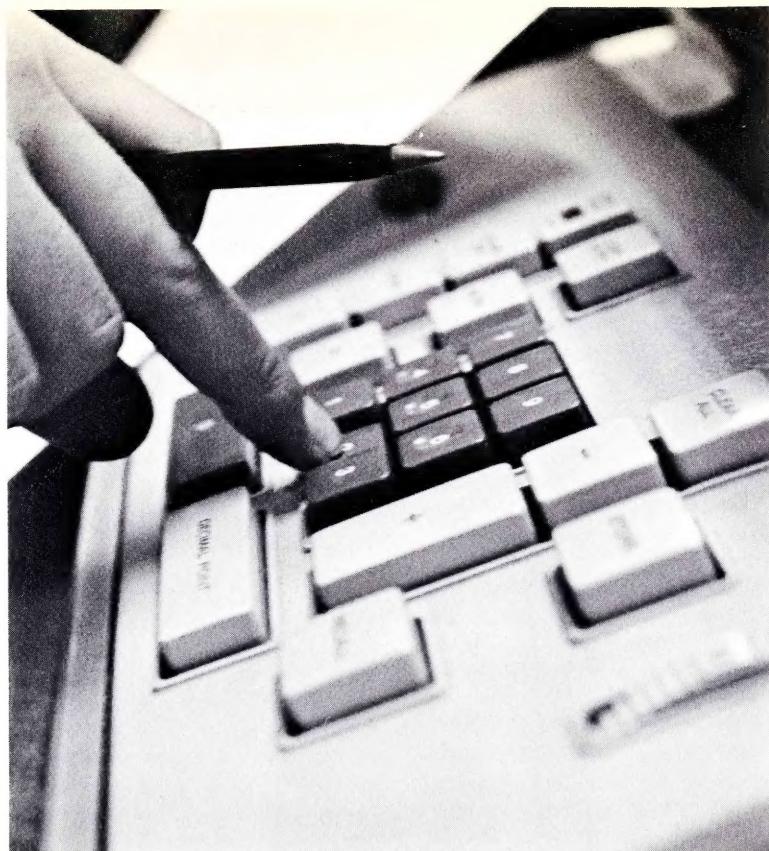
Thirty-five percent of Indiana's nonfarm labor force is female. The national average is 37 percent.

Two employment problems the U.S. is going to have to solve is the absorption of returning Viet Nam veterans, and the post World War II "baby boom" age workers now entering the labor market.

There has been a public and corporate uneasiness toward the economy during the past two years. But several fields have already shown optimistic turns in the slow economic trend.

SEASONALLY ADJUSTED UNEMPLOYMENT RATE

	Indiana				U. S.			
	1968	1969	1970	1971	1968	1969	1970	1971
January	3.3	2.7	4.1	5.8	3.7	3.4	3.9	6.0
February	3.4	2.6	4.1	5.8	3.8	3.3	4.2	5.8
March	3.5	2.5	4.1	6.1	3.7	3.4	4.4	6.0
April	3.2	2.6	4.9	5.7	3.5	3.5	4.7	6.1
May	3.2	2.6	4.7	5.4	3.5	3.4	4.9	6.2
June	3.1	2.7	4.3	5.6	3.7	3.4	4.8	5.6
July	3.1	2.6	4.3	5.3	3.6	3.5	5.0	5.8
August	3.0	2.6	4.4	6.2	3.5	3.5	5.1	6.1
September	3.1	2.6	4.7	5.9	3.5	3.8	5.4	6.0
October	3.0	2.8	6.2		3.4	3.7	5.5	
November	3.2	2.9	6.3		3.5	3.5	5.9	
December	2.9	3.2	6.1		3.4	3.6	6.2	
Average	3.2	2.7	4.8		3.6	3.5	4.9	



Overview: PERSONAL INCOME

Personal Income is studied in an attempt to determine the wealth of a state or country. A formal definition would state that Personal Income is the current income received, before tax, by persons (including non-profit institutions, private trust funds, and private health and welfare funds that are established to serve persons) from all sources, inclusive of transfers from government and business, but exclusive of transfers among persons. Personal income is derived by taking the sum of wage and salary disbursements, other labor income, proprietors' income, property income of persons, and transfer payments, minus personal contributions for social insurance.

All figures used in reference to Personal Income in this article are in *constant dollars* (1958 base) and are taken from a study currently being done by the Economic Research Division, Indiana Department of Commerce, on a county, Standard Metropolitan Statistical Area, and Economic Region basis for the years 1960 to 1969. Here, however, we present some highlights on a statewide scale.

In 1969, Indiana's Personal Income reached a record high of \$15.283 billion, an increase of almost 54 percent over the 1960 figure. This increase has been constant throughout the decade of the sixties as Personal Income moved up steadily from the 1960 sum of \$9.939 billion. Since all of the figures used in this article are in constant dollars, this is real growth and is not undermined in any way by inflation. By 1969, Personal Income for the U.S. was close to a 56 percent increase over the 1960 figure. Indiana's slightly lower growth rate is typical of the Great Lakes area, indeed of the entire northern and eastern section of the United States. However, the differing regional growth rates were more muted in the sixties than they had been in previous decades.

Absolute dollar value alone, or even combined with a figure indicating its growth, is not the important statistic, however. Isolated, this figure tells us nothing about the state. What is important is to determine how this income is distributed on a per capita basis, in order to determine the average well-being of a state's citizens measured in dollar value; and it is also important to dissect the total personal income for a state by its source, which results in a precise outline of a state's economic profile, revealing strengths and/or weaknesses.

These two basic statistics: 1) per capita income and, 2) percentage distribution of the various sources of personal income, can then be analyzed and compared with other states or the U.S. average to determine where Indiana's economy stands and what makes it unique.

Per Capita Personal Income

Shown below is a listing of Indiana's Per Capita Personal Income as compared to the U.S. average for the same period.

Year	U.S.	Indiana
1960	\$2,127	\$2,153
1961	2,145	2,130
1962	2,249	2,257
1963	2,325	2,313
1964	2,519	2,508
1965	2,624	2,542
1966	2,734	2,667
1967	2,767	2,763
1968	2,887	2,895
1969	2,986	2,986

As seen above, Indiana is usually very close to the national average. Out of the years listed, Indiana was above the national figure seven times and below only three times (1960, 1962, and 1968). The per capita figures have limitations too, of course. They merely represent the average personal income for every man, woman or child. The data does not reveal how many persons are actually in categories above this average or the distribution of persons below the average. In general, though, we can say Indiana residents earn an income close to, and often above, the national average.

Sources of Personal Income

Personal Income is composed of five major components: 1) Wage and Salary, 2) Other Labor Income, 3) Proprietors Income, 4) Property Income and 5) Transfer Payments. Personal contributions for social insurance are deducted from these five to arrive at a total personal income figure.

Wage and Salary always contributes the largest percentage of income, almost 70 percent in the sixties. This component also has the largest breakdown of sub-categories. The following section, therefore, is dedicated to the relative importance of the various categories within Wage and Salary.

Many people from out of state, and also Indiana residents, tend to think of Indiana as a farm state. However, all the figures on income and employment indicate this is not true. The largest percentage of income that Indiana received from farms in the sixties was .4 percent, and by 1969 it was down to .1 percent. The Great Lakes experienced a similar pattern, but the U.S. average had a higher percentage of income from farms, ranging from .7 percent in 1960 to .4 percent by 1969.

Mining is very consistent in both Indiana and the Great Lakes States, where it generally accounts for around .5 percent of total personal income.

Indiana's **contract construction**, like that of the other Great Lakes States, managed not only to equal the U.S. percentage as a source of income, but by 1969 it had a greater proportion (4.5 percent) than the U.S. average (4.1 percent). Indiana experienced a steady upward gain in contract construction from 1962 to 1969, compared to a very moderate gain for the U.S. average.

In our industrialized economy **manufacturing** has a clear dominance throughout the U.S. by originating almost 22 percent of the national personal income throughout the sixties; by far the largest portion from any one source. Indiana's economy has an even greater dominance of manufacturing by depending on it for 33 to 32 percent of its income. Manufacturing itself is divided into two sub-categories: durables (such as appliances, cars, furniture) and non-durables (clothing, paper products, etc.). The durables portion of the manufacturing industries contains the basic industries which dominate Indiana's economy and make it unique. In the U.S. profile, durables accounted for 13 to 14 percent of total income in the sixties. In Indiana, producers of durables were responsible for 25 to 26 percent of personal income, almost double the amount for the U.S. average. The nondurable portion gives Indiana residents 7 to 8 percent of their income. This is slightly less than the U.S. and Great Lakes States average. However, Indiana, the Great Lakes, and the U.S. do have one factor in common with non-durables: the fact that income from non-durables is decreasing in importance, relative to other sources, for all three.

Wholesale and retail businesses accounted for slightly less of the income received in 1969 (10.2 percent) than they did in 1960 (10.5 percent). This movement is consistent with that found in the U.S. profile.

The **finance, insurance and real estate** sector has remained almost constant as a source of income for both Indiana and the U.S. The 1960 figures for Indiana reveal 2.5 percent originating here, while 1969 shows 2.6 percent. This amount has fluctuated back and forth, so the slight upward movement does not reflect a definite trend.

Transportation, Communications and Public Utilities, as one group, had a definite downward trend throughout the state and the nation. Indiana received 5.5 percent from this source in 1960, but by 1969 the state took only 4.6 from the group. However, the subcategory of railroads takes most of the credit for this downward shift.

Services have not played as important a part in Indiana's economy as they have in the Great Lakes area generally or the United States. However, each of these geographic areas is experiencing an increase in service's relative importance. Indiana, for example, has seen services move from 5.1 percent of total income to 5.8 percent between 1960 and 1969. The national figures showed services accounted for 7.3 percent of the 1960 personal income and 8.5 percent of the 1969 total.

Indiana has a much smaller portion of its income coming from **government** sources than the U.S. average, which went from 11.6 percent to 13.4 percent in the past decade. The Hoosier state, by comparison, reported 8.2 percent for 1960 and 9.1 percent for 1969. Most of the increase originated from state and local sources, not federal.

Other industries is a catch-all category which never accounted for more than .1 percent of income in the sixties. This concludes all the categories listed under the main heading of Wage and Salary.

The remaining major sources included **Other Labor Income** which followed the national trend by increasing from 3.5 to 4.4 percent over the ten years. **Proprietors Income** in Indiana also followed the national trend, but this time it resulted in a decrease of relative importance. Indiana went from 11.5 percent to 9.8 percent of total income received from this source. **Property Income** has experienced an increase in both Indiana and the U.S. total. In 1960 Indiana found 10.8 percent of its income originating here, and by 1969 property was responsible for 12.2 percent of the total. **Transfer Payments**, of course, have accounted for an increasing portion of income. Transfer payments is comprised of income which has not been earned in the course of current production, for example, unemployment compensation, farm payments for non-productive land, and welfare payments. In comparing our state to the national average, Indiana provides less income from this source. The amount distributed by the nation as a whole has been between 7.1 and 8.7 percent of total income for the years studied. Indiana, on the other hand, has provided between 6.5 and 7.3 percent of its residents' income from this source. Indiana's Transfer Payments do fluctuate frequently within this spread, but overall Indiana seems to be following the national trend of increased payments from transfer sources. Personal contributions for social insurance have also increased (from 2.2 to 3.3 percent) in Indiana, reflecting the national trend.

This concludes the synopsis of Indiana's Personal Income. More detailed information will be available when the complete study is published by the Economic Research Division later this winter.

Overview: INDIANA EXPORTS

Manufacturing Exports

Exporting is a significant source of income for all of the U. S. and particularly Indiana. Approximately 3 million people can attribute their jobs to exporting. Over 10% of all goods produced in the U. S. are exported. The production of one out of every four cropland acres is exported. Sixteen cents of the farmer's market dollar results from exports.

According to U. S. Department of Commerce estimates, only eight states exported more manufactured products than Indiana in 1969. In that year, Indiana's manufacturing exports reached an estimated \$988.5 million. This figure had grown considerably since the last U. S. Department of Commerce estimates in 1966 which showed Indiana with a total manufacturing export value of \$619.6 million. At that time, Indiana ranked eleventh among the states. Indiana manufacturing export growth between 1960 and 1966 was even more fantastic, increasing by 57%. Estimated exports in 1960 were \$395.1 million.

Manufacturing exports are divided according to Standard Industrial Classifications (SIC) by the U. S. Department of Commerce in its export estimates. Figures given for individual classifications are the exact totals reported in the survey, and are derived from survey of products known to be destined for exports by their producing plant.

The Transportation Equipment Industry (SIC 37) is the leading exporting industry in Indiana. This classification includes the manufacturing of motor vehicles and equipment, aircraft and parts, railroad equipment and other miscellaneous transportation equipment. The Transportation Equipment Industry exported \$331.9 million in goods in 1969 to over forty foreign countries. This figure represents 34.2% of total Indiana manufacturing exports for the year. Growth in this classification has been steady since the 1966 survey when Transportation Equipment also ranked first among manufactured exports. By far the major type of transportation equipment exported from Indiana is motor vehicles and equipment having a 1969 export value of over \$200 million. The Hoosier state is one of the largest manufacturing centers of automotive component parts. Most any component used in a passenger car as well as truck bodies, heavy transmissions, etc. are all produced in Indiana. **The state ranks third in the U. S. in total reported value of exports of transportation equipment.**

Non-electrical Machinery (SIC 35) includes engines and turbines; farm machinery and equipment; construction and related machinery; metalworking machinery; special, general, and service industry machinery; and other miscellaneous machinery. This group contributed a reported \$126.9 million in 1969 to the total Indiana manufacturing export value. This figure represents a 25% growth for this classification since 1966. The most significant category of Non-electrical Machinery was construction and related machinery of all types. This group alone reported a 1969 export total of \$24.7 million. Within the category are all types of road building and other construction equipment. Advanced distribution systems contribute to the high level of export volume in this group. General industrial machinery contributed another \$15.1 million in reported exports in 1969 to the general Non-electrical Machinery category.

Indiana companies sell largely through distributors to all areas of the world. Though these companies' products usually find their way to private firms, many governments purchase all types of construction equipment from Indiana manufacturers for development programs.

Ranking third among Indiana exporting industries with a reported export value of \$84.5 million in 1969 was *Electrical Equipment and Supplies* (SIC 36). The total placed Indiana in the top ten states which export electronic equipment. Growth in this industry has been substantial with a 52.5% increase in exports since 1966.

The classification includes electric testing equipment, electrical industrial apparatus, household appliances, electric lighting and wiring equipment, communications equipment, electronic components, miscellaneous electronic equipment and supplies. The major type of electronic equipment exported by Indiana manufacturers is electronic components. Computer components represents a large part of this group's \$13.3 million reported export sales in 1969. Other exports include circuitry for navigation systems, electricity meters, molded ignition coils, etc.

Indiana electronic equipment companies are many and diverse. There are several large companies exporting a wide range of products in large quantities, but there are also many small electronics companies which produce unique products. Indiana electronics manufacturers are known for a tradition of high quality products. This factor combined with a vigorous marketing approach has boosted Electronic Equipment high in the ranking of Indiana exports.

The Primary Metal Industry (SIC 33) ranks fourth in reported value of exports with a 1969 total of \$76.5 million. This industry group includes a blast furnace and steel products, iron and steel foundries, secondary nonferrous metals, nonferrous rolling and drawing, nonferrous foundries, and other miscellaneous primary metal products.

Growth of exports in the Primary Metal Industry has been greater in Indiana than any other industry classification. In 1966, Primary Metals ranked sixth among Indiana exporting industries with a total reported value of \$19.7 million. This 288.3% growth rate far exceeds any other type of manufactured export. With the new building going on in response to the opening of the Burns Waterway Harbor, Indiana metals manufacturers will have even better access to overseas markets in the future. All but one of Indiana's primary steel producers is located near the new harbor facility. Blast furnace and basic steel products make up the largest portion of the total Primary Metals exports from Indiana. This sector had a 1969 reported export value of over \$44 million. Steel is big business in Indiana. The State's first modern steel mill was built in 1901 and a whole city has grown around it. Indiana companies produce high quality steel at a relatively moderate price. Only two other states produce more steel than the Hoosier State. *Steel companies employ more people at a higher payroll with a greater value added total than any other industry in the state.*

Ranking fifth among manufacturing export classifications in 1969 was Chemicals and Allied Products (SIC 28). This industry has shown a remarkable growth in exporting. The 1969 reported export value of \$43.9 million was 103.2% greater than the 1966 figure. The major type of chemical exports are industrial chemicals which represented \$6.2 million in exports in 1969.

Most of these chemicals are exported in the form of their active ingredients. The final processing is then done in selected countries. Other types of chemical exports are plastics materials and synthetics, drugs, soap and cleaners, paints, agricultural chemicals and other miscellaneous chemical products. Several types of drugs requiring complex and high level technological manufacturing processes are exported by the large pharmaceutical firms of the state. Indiana chemical companies sell their products in over 100 countries. Growth in exporting of chemical products from Indiana has increased at a greater rate than the general growth of the industry within the State compared to other manufacturing classifications.

Another Indiana exporting industry which has shown a lively growth of exports is *Fabricated Metal Products (SIC 34)*. Since 1966, this manufacturing classification has grown by 120.6% in total reported exports. This brings the 1969 total to \$39.7 million and ranks Indiana seventh in the nation in Fabricated Metal exports. Among the various types of products included are metal cans; cutlery, handtools, and hardware; non-electrical plumbing and heating products; fabricated structural metal products, metal stampings, and miscellaneous fabricated metal and wire products. Metal stampings out-rank any other type of fabricated metal product with a 1969 export value of over \$20 million.

Indiana exports many other types of products than those already mentioned. *Food Products (SIC 20)* including canned goods and grain mill products accounted for \$32 million in reported exports in 1969. *Instruments and Related Products (SIC 38)* exports were reported at \$32.1 million in 1969. This industry has increased its volume of exports by 14% since 1966. Mechanical measuring and control devices represented the major gain among the

various types of instrument products. A small but growing export industry is *Rubber and Plastics Products (SIC 30)* which showed a 105.7% increase in exports between 1966 and 1969. 1969 total exports reached \$17.9 million. Fabricated rubber products accounted for \$10 million of the grand total. Small quantities of *Petroleum and Coal Products (SIC 29)*; *Stone, Clay, and Glass Products (SIC 32)* and *Miscellaneous Manufacturing Industry Products (SIC 39 and 19)* are exported from the State.

A tremendous boost to Indiana exporting is the new Burns Waterway Harbor on Lake Michigan. This new port facility, opened in 1970, connects Indiana manufacturers with the St. Lawrence Seaway for quick, direct and economical delivery of Indiana products abroad. Projections provided by users of the port estimate that a minimum of one million net tons of water-borne commerce will be loaded and unloaded at Burns Waterway Harbor in 1971. A 56,000 square foot transit shed to be completed by the 1972 shipping season will facilitate shipping of general cargo. A feasibility study is now being carried out to determine the best means to open a port on the Ohio River in southern Indiana. This deep water port would allow delivery of Indiana goods via the Mississippi to ports abroad. The innovation of new LASH (Lighter Aboard Ships) ships will prove to make commercial traffic on the Ohio even more profitable.

Indiana Agriculture Exports

Indiana is a major agricultural state despite its small size. Adequate moisture, rich soils and diversification of enterprises have enabled Indiana to become tenth in the U. S. in cash receipts from farming. Sales of crops represent 53% of the total cash income with the remaining 47% derived from livestock, dairy, and poultry. Indiana ranks first in the nation in the production of popcorn, third in production of soybeans and hogs, fourth in the production of corn and seventh in wheat. Over 17.5 million acres of land are included in farms in Indiana. Total value of farmland and buildings is over \$7 billion. The market value of all agricultural products sold in 1969 was in excess of \$1.4 billion.

Indiana assumes an important position in the agricultural trade of the entire country. The U. S. is the world's largest agricultural exporter selling the production of one acre in four abroad. Indiana ranks ninth among the fifty states in dollar volume of exports. A major advantage to Indiana is easy access to world markets from both the northern and southern ends of the state. Use of the St. Lawrence Seaway saves from one to two cents per bushel on export costs.

The U. S. Department of Agriculture estimated that the value of Indiana agricultural exports in fiscal year 1971 was \$331.6 million. Indiana ranked among the top ten exporting states in soybeans, third; feed grains, sixth; protein meal, third; soybean oil, third and meat products, eighth. **The leading individual export product of Indiana is soybeans.** Total export value of this product was \$116.1 million in 1970-71 contributing 9.2% of total U. S. soybean exports. Soybeans produce the second largest crop yield in Indiana of over 100 million bushels. Yield has increased by almost 50% in the last five years. Seven percent of U. S. exports of feed grains comes from Indiana. Total exports for the state in 1970-71 were \$78.2 million. Corn, sorghum, barley and oats are included in this classification and produced a total yield of over 388 million bushels in 1970. Ranking third among all commodities exported from Indiana in 1970-71 was protein meal. The total for the year was \$35.6 million which was 9% of

U. S. total protein meal exports. Indiana exported \$23.9 million in wheat and flour in 1970-71 but did not rank among the top ten states in this classification. Exports of soybean oil from Indiana reached \$23.3 million in 1970-71 to contribute 9.2% to the U. S. total exports of this product. Lard and tallow exports reached \$7.6 million. The value of meat and meat products exports totaled \$6.7 million in 1970-71 ranking Indiana in the top ten exporting states in this classification.

The steadily increasing population and living standards in many nations of the world will produce an ever increasing demand for the type of food products Indiana exports. **There is a definite relationship between the income of a country and its agricultural imports. Thus, the developing countries prove to be a substantial potential market for Indiana agricultural exports.**

Destination of Indiana Exports

Indiana manufacturing exports have shown a significant growth in the last decade. The major component of Indiana manufactured exports is durable goods—transportation equipment, non-electrical machinery, electrical machinery and primary metals. The predominance of durable goods prescribes the destination of the state's exports. The developed countries tend to trade with other developed countries. The reason is fairly obvious: only other developed countries have the capital necessary to purchase the more expensive durable goods. There is also a high degree of trade complementarity among industrialized nations. Of the eight top markets for U. S. exports—Canada, Japan, the United Kingdom, West Germany, Mexico, the Netherlands, Italy and France; seven are major world trading nations. The only major trading nation not counted among U. S. buyers is the U.S.S.R. The last, of course, dictated by political rather than economic criteria. Mexico is the only major U. S. market not considered a highly industrialized nation.

Indiana not only follows the general lead of U. S. dependence on durable goods exports but magnifies it. The four durable goods classifications mentioned above accounted for 76.7% of total Indiana exports in 1969. Canada is Indiana's prime market having purchased 31% of the state's manufacturing exports in 1969. This contrasts to the 26% of U. S. exports directed to Canada. Indiana's proximity to Canada would probably explain the variation in the two percentages. The European countries combined purchased 28% of Indiana manufacturing exports. Japan proved a market for another 6% of the state's exports.

The developing nations are not incapable of purchasing manufactured products. Fourteen percent of Indiana's exports were purchased by Latin American nations, 9% by Asian nations and slightly less than 7% by African

nations. The lesser developed nations have various durable goods requirements in their economic development programs. Most of these goods must be imported. Indiana, being a major producer of durable goods, is in a position to help satisfy these development needs. However, there is strong competition from the other industrialized nations for both economic and political motives. Europe has become interested in Latin American markets where there is a certain political stigma attached to Yankee goods. For much the same reason, but in reverse, the U. S. has looked to Africa as a growing market turning away from the former colonial powers of Europe. Japan is a strong competitor in Asia. The Soviet Union can not be counted out of any developing region.

Agricultural exports tend to be influenced by the same market and nonmarket forces which influence manufacturers. *As our statistics show, the wealthier nations are the major importers of food products in terms of absolute imports. Therefore, sustained economic growth among the developing nations should produce tremendous market potentials.*

The production level as altered by natural forces can change the relative exporting and importing among nations. National agricultural policy can also alter the natural flow of commodities and prices.

Considering the major crops exported from Indiana, Europe is the most important market area for soybeans and corn. More than half of total U. S. exports of these products are sold to European countries with the European Economic Community receiving one-third. Asia purchases about one-third of the U.S. exports of soybeans and corn with Japan the prime market receiving one-quarter. Over 50% of U.S. wheat exported goes to Asia but Japan accounts for only 16%. Approximately 25% goes to Latin America and only 13% to Europe.

U.S. and particularly Indiana businessmen need to turn to overseas markets as a means of increasing sales. (*Small businessmen are not aware of the profit potential beyond our borders.*) There is a strong tendency among them to become satisfied with their domestic markets and to assume exporting is too complicated for a small firm. The prime function of the International Trade Division of the Indiana Department of Commerce is to provide the information these small and medium sized firms need to take advantage of foreign markets. All types of statistical and marketing information as well as sales leads are available in our offices. A seminar program has been designed to instruct businessmen in exactly what is involved in moving their product from an Indiana plant to a foreign customer. The International Trade Division is trying to prove to businessmen that few products have no market overseas and even fewer companies are not capable of selling overseas.



Overview: SELECTED SERVICES, WHOLESALE AND RETAIL BUSINESS

To aid businessmen in making rational decisions about their markets and in the hope of giving local and state government officials a more detailed outline of a state's economy, the U.S. Department of Commerce conducts a Census of Business every four to five years. The most recent census was taken in 1967 and prior to that, a census was taken in 1963 and 1958. The next census is scheduled to be taken in 1972. However, since the 1972 data will not be available until 1973/74, we here concern ourselves with the 1963 and 1967 surveys, looking closely to identify any discernable trends that may continue into the present and future. The data is generally analyzed by four main indicators: 1) number of establishments, 2) number of employees, 3) payroll, 4) receipts (sales).

The Census of Business is conducted in three separate areas of our economy: Selected Services, Retail Trade, and Wholesale Trade. A detailed study on the three categories has been developed by the Indiana Department of Commerce. These publications are available upon request and are suggested references for more specific information by county, economic region, and/or type of business.

Selected Services

The first of these, Selected Services, is, as its title indicates, a report on several, but not all, types of business enterprises engaged in offering a service to the consumer. The service industries included in the survey are: 1) Hotels, Motels, Tourist Courts and Camps, 2) Personal Services such as drycleaners, beauty shops, photography studios, shoe repair and funeral services, 3) Miscellaneous Business Services like advertising, credit bureaus and collection agencies, equipment rental, public relations, etc., 4) Automotive Repair, Auto Services and Garages, 5) Miscellaneous Repair Services which includes radio and television repair shops, reupholstering and jewelry repair, among others, 6) Motion Pictures and 7) Other Amusement and Recreation Services which encompasses producers and orchestras as well as bowling and dance halls.

Number of Establishments

All seven classifications totaled over 29,000 business establishments in 1967, which was an increase of 8.5 percent over the 27,400 places of business in 1963. This increase was under the national average of 11.9 percent for the same period. Four of the seven classifications showed an increased number of establishments for Indiana over their 1963 figures: Miscellaneous Business Services (51 percent); Amusement and Recreation (19 percent); Per-

sonal Services (9.5 percent); and Hotels, Motels, etc. (3 percent).

These increases look good and they are. However, it must be remembered that many of these establishments are one-man or family operations with no payroll. If only establishments with payroll are analyzed, the largest increase is again in Miscellaneous Business Services, but this time with a 14 percent increase (as opposed to 51 percent above) over the four years. In establishments with payroll, Amusement and Recreation Services declined slightly (-5.4 percent) while Personal Services rose 1.8 percent and the Hotel, Motel group .2 percent.

The leading classification in 1967 was Personal Services which, with its 4,567 establishments comprised 41 percent of the total.

Number of Employees

The number of people employed in these Selected Services increased 15 percent between 1963 and 1967. This was below the national rate of 17.8 percent. The addition of 8,295 employees brought Indiana's 1967 figure to 64,209 persons in these industries. In order of their percentage distribution (and therefore relative importance) they were Personal Services (35.5 percent of the total); Miscellaneous Business Services (22.9 percent); Hotels, Motels (15.2 percent); Automobile Repair and Services (10.5 percent); Amusement and Recreation (7.7 percent), Miscellaneous Repairs (4.4 percent) and Motion Pictures (3.9 percent).

Payroll

All seven classifications showed substantial increases in their payrolls over the four year period. The average increase for all services was 42.6 percent. The 1967 payroll for the services surveyed was \$253.4 million as opposed to \$177.7 million for 1963. The largest percentage increase took place in Miscellaneous Business Services. The jump in this category from \$39,095,000 to \$67,796,000 gave it a 73.4 percent increase over the four years. This large increase also boosted its percentage distribution by 4.8 percent; the only category to have a significant distribution rise. Within the Miscellaneous category, the biggest increase (137.5 percent) took place in equipment and rental leasing services.

The two dominant services were Personal Services and Miscellaneous Business Services. In 1967 they together accounted for 62 percent (\$156.4 million) of the total services payroll. This was an increase of \$54 million over the 1963 figure for the two categories.

Receipts

Over the four years, receipts in Indiana service businesses rose by 33.4 percent, a slightly slower rate than the national figure of 35.8 percent. This indicates that although the service industries are increasing in importance, Indiana's establishments had not matched the growth found in the U.S. as a whole by 1967. It remains to be seen how our state will compare with the 1972 figure.

Retail

As population and effective buying power per person increases steadily, the demand for consumer goods also rises. The shifts in buyer behavior have even spawned what is known as "the retail revolution." This revolution is taking place in Indiana as well as the rest of the world. Therefore, it is important that we use all information available to determine the pulse of the consumer. The term retail includes everything from department stores to liquor stores for this study.

Number of Establishments

There were 30,627 Indiana retail establishments in 1967, which represented two percent of the U.S. total. Retail establishments decreased by almost five percent between 1963 and 1967. The establishments affected the most were food stores (-14.4 percent) and the building materials and farm equipment dealers (-.7 percent). The number of automotive dealers increased by five percent over the period studied. Combined with eating and drinking places, gasoline service stations encompassed almost 40 percent of the retail establishments.

Number of Employees

The number of employees increased by 31,325 (14 percent) for a total of 254,686 employees in 1967. The largest increases developed in eating and drinking places (23.6 percent) and drug and proprietary stores (20.6 percent).

Payroll

Payroll expenditures increased 34.3 percent by moving from \$316 million to over \$953 million by 1967. The general merchandise group stores (department stores, sewing, needlework stores, etc.) claimed the highest increase in payroll (52.3 percent) while eating and drinking places took second honors with a 42 percent rise in value of payroll.

Sales

Indiana surpassed the national increase of 27 percent by posting a 29 percent increase over the four years. To accomplish this, retail sales jumped from six billion dollars in 1963 to over eight billion by 1967. The increasing importance of retailing in the Indiana economy is also revealed in its increased portion of total U.S. sales. In 1963 Indiana was responsible for 2.5 percent of the U.S. total, and in 1967 they accounted for 2.6 percent.

The leading retail groups together accounted for 55 percent of Indiana's total sales volume in 1967. They were

comprised of: food stores, 21.5 percent (\$1,735 million); automotive dealers, 19.2 percent (\$1,545 million); and general merchandise group stores, 14 percent (\$1,126 million).

Wholesale Trade

In order to match the changes in retailing, the function and scope of the wholesaler is also subject to new patterns. Large-scale manufacturing and diverse consumer tastes and preferences are the predominant forces that have increased the significance of this intermediary function.

Number of Establishments

The actual number of wholesale establishments has decreased in the period studied, no doubt signifying the trend to fewer but larger operations. The 1967 census reported 7,162 establishments, a decrease of 95 since 1963. The group reporting the greatest number of establishments in 1967 was Petroleum and Petroleum Products with 1,216 establishments. Machinery, Equipment and Supplies ranked second with 1,113; Motor Vehicles and Automotive Equipment was third with 809 establishments; and Farm Products and Raw Materials was fourth with 649.

Number of Employees

In 1967 the state employed 76,691 people in wholesale establishments. This represents an increase of 18.2 percent over the 1963 total. Machinery, Equipment and Supplies was the largest employer in 1967 with 12,949 persons. Groceries and Related Products was second with 9,841 employees, while Motor Vehicles and Automotive Equipment was third with 9,735 and Petroleum Products was fourth with 5,442 employees.

Payroll

All Indiana wholesaler groups surveyed reported payroll increases. Machinery, Equipment and Supplies had the largest payroll with a 1967 total of \$99.9 million. Groceries and Related Products was second with \$62.3 million. Motor Vehicles and Automotive Equipment was third and Electrical Goods fourth with \$57.4 million and \$37.3 million respectively.

The total state payroll in 1967 was \$509.5 million, an increase of almost 38 percent over the 1963 figure.

Sales

Sales for Indiana wholesalers amounted to \$8.3 billion in 1967, which produced an increase of almost 30 percent over 1963. This compares favorably with the U.S. average which reported an increase of only 28 percent over the same period.

Groceries and Related Products led all other categories in 1967 with \$1,248.6 million in sales. Sales from Farm Products and Raw Materials ranked second with sales of \$1,157.9 million. Machinery Equipment and Supplies placed third with \$977.3 million while Petroleum and Petroleum Products was fourth with sales of \$853.9 million.

Overview: POPULATION

Demographic changes in Indiana from 1960 to 1970 show two slight variances from the national trends: Indiana had a slightly smaller proportional population growth rate than the U.S. and a larger than average increase in the Negro population.

Within Indiana's 14 economic regions, however, there have been some substantial changes in growth rates and in other demographic aspects.

The State

Between 1960 and 1970 Indiana's population increased by 531,171, a gain of 11.4 percent. The 1960 Census figure for Indiana was 4,662,498, and the 1970 Census showed that there were 5,193,669 Hoosiers. The gain was considerably less than the 428,274 (18.5 percent) increase between 1950 and 1960.

Between 1950 and 1960 Indiana's population increased at exactly the same rate as the nation's. However, the U.S. rate of increase (13.3 percent) between 1960 and 1970 was slightly above that for Indiana. On the other hand, compared with our neighboring states, only Michigan registered a higher growth rate (13.4 percent) than Indiana. Illinois increased 10.2 percent, Ohio increased 9.7 per cent, and Kentucky increased 6.0 per cent.

This report will discuss some of the major changes which have occurred in Indiana in the last decade.

Urbanization

During the 1960's there has been an increasing trend toward urbanization—there has been little let-up in the rate people have moved from farms and small towns to the large urban areas. During this time period the proportion of Americans living in urban places was up 19 per cent, and residency in rural areas went down 0.3 per cent. Indiana is now 64.9 per cent urban, and 35.1 per cent rural (Indiana shifted from a predominately rural to an urban state between 1910 and 1920). 25.8 per cent of this state's inhabitants live in two (Marion and Lake) of the 92 total counties, and 51.0 per cent of Indiana's population reside in the ten largest counties (Marion, Lake, Allen, St. Joseph, Vanderburgh, Madison, Delaware, Elkhart, Vigo, and Tippecanoe).

Suburban Growth/Downtown Decline

A notable aspect of Indiana population movement during the 60's was the continuing rapid growth in suburban areas, and a general decline in the concentration in the major cities. Some examples of this trend would include the city of *Fort Wayne* which increased 9.8 per cent and *Allen County*, 20.8 per cent; *Marion County (Indianapolis)* which grew 13.6 percent, and neighboring *Hamilton, Hancock, Hendricks, Morgan and Johnson Counties* all increased over 30 per cent.

Other examples include *Gary, Hammond and East Chicago* which all lost population, but *Lake County* increased 6.4 per cent—and next door *Porter County* increased 44.5 per cent; the city of *Muncie* had an increase of 0.7 per cent in the last decade, but *Delaware County* increased 16.5 per cent; *Terre Haute* lost 3.1 per cent of its residents, but *Vigo County* increased 5.6 per cent; and *Evansville* lost 2.0 per cent, while *Vanderburgh County* increased 1.8 per cent. *Evansville's three adjacent counties increased their population an average of 10.2 per cent.*

These figures are especially significant in light of the fact that most of these central cities annexed territory during the last ten years.

People are moving to the suburbs and to communities just outside large cities. For example *Carmel* grew 355.5 per cent between 1960 and 1970, *Westville* increased 231.3 per cent, *Clarksville* 70.7 per cent, *Southport* 180.8 per cent, *New Haven* 68.7 per cent, and *Munster* 60.1 per cent—just to name a few. This shift in population appears to be substantial and continuous.

Ethnic Changes

Two related national trends in population patterns are the continued migration of Negroes from the South to large Northern cities, and the higher reproduction rate of Negroes. This has resulted in a large concentration of Negroes in some of the larger Indiana cities. Since 1960, the U.S. growth rate for whites has totaled 12 per cent, while the growth rate has been 20 per cent for blacks.

Net migration (the natural increase of births over deaths computed with the actual increase—the "what-would-have-been" population of a given area if no migration had occurred) figures for Indiana show that during the last decade the white population showed a new decrease of 58,000 persons (—1.3%). The Negro net migration figure shows an increase of 35,000 (12.0%).

Indiana's black population in 1970 was 357,464, or 6.88 per cent of the total population (nationally 11.2%). In 1960, 5.78 per cent of Indiana's population was black (nationally 10.5%). 92 per cent of the total black population of Indiana live in this state's 20 largest cities. *Gary* and *Indianapolis* alone have 62 per cent of the total black population of Indiana. Eighteen counties have ten or fewer Negroes, and three counties have none.

Baby-Boomers-Now-Young-Adults

Children of the post World War II "baby boom" were teen-agers during the 1960's. This generation swelled the classrooms throughout most of the past decade. Effects of this can be seen already in the Indiana State Superintendent of Public Instruction's announcement in December, 1971 that the Indiana public school enrollment declined this year (Fall, 1971) for the first time

since the 1930's. When broken down by grade level, the largest drop was in the first grade enrollment—a decrease of 6.9 per cent under a year ago. The construction industry has already experienced a tremendous boom in housing and apartment construction. As this "pepsi-generation" of the 1960's matures in the 70's and 80's, its power and influence, by sheer numerical weight, will have a profound effect upon this state and nation.

Population Explosion?

Probably the most notable current demographic development is that the young married generation of today apparently is electing to have fewer offspring than did their ancestors. By looking at the historical trend (see table 2) one can observe that the birth rate has steadily declined over the years. The U.S. birth rate in 1820 was 55 (births per 1,000 population), in 1860 it was 44, and 1900 it was 32, and June 1971, it had dropped to an all-time low in this country of 16.8 births per 1,000 population. Over the years Indiana's rate has averaged just slightly higher than the national average. **It is too early to tell for sure whether the aggregate mood of the offspring of this post-war "baby boom" generation is definitely opting to produce smaller families, but early evidence tends to support this hypothesis.** If this trend continues into the 70's and 80's, we will probably witness more smaller families with more discretionary incomes.

County and Regional Population

Marion County had the greatest population increase during 1960-1970 (167,131) while Porter County had the highest percentage increase (44.5%). At the other extreme, Sullivan County had the greatest loss in numbers (1,832) and in percentage Switzerland (-11.1%).

Porter County was the leader in net in-migration for both numbers (17,024) and rate (28.2%). Lake County experienced the highest total net out-migration (-42,533) while Switzerland County had the highest rate (-14.0%).

In 1967, the Indiana Economic Forum divided the state's 92 counties into 14 economic regions. This breakdown was later accepted by then-Governor Roger Branigin, who by Executive Order 18-68 set these 14 regions up as Planning and Development Regions for the State of Indiana. While this division is by no means universally accepted, it probably the most frequently used regionalization pattern for the State.

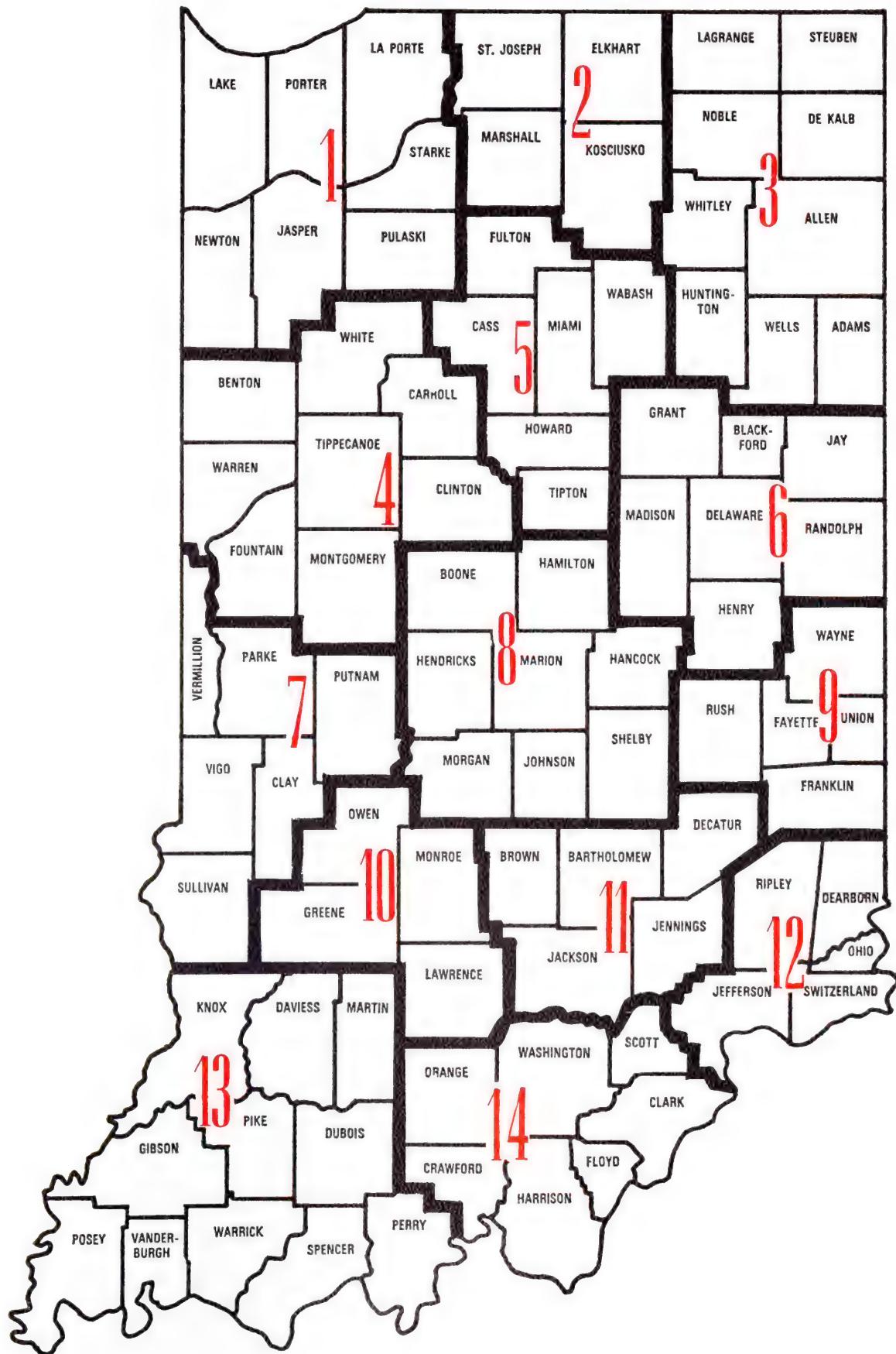
The State can be divided roughly into three sections: North (Regions 1 through 5); Central (Regions 6 through 9); and South (Regions 10 through 14). In 1900 the North had 35.3 per cent of the State's population (889,293); the Central with 36 per cent (911,447); and the South with 28.5 per cent (715,692). By 1970, the North had increased its share to 43.0 per cent (2,232,920); the Central with 37.5 per cent (1,948,365); and the South had 19.5 per cent (1,812,384).

The table below shows the changes in the 14 Indiana economic regions since 1950 expressed in absolute increase, and in percentage increase.

POPULATION CHANGE BY REGION, 1950-1970

REGION	REGION POPULATION			PER CENT INCREASE	
	1950	1960	1970	1950-60	1960-70
Region 1	540,848	729,751	802,558	34.9	10.0
Region 2	352,040	418,220	454,687	18.8	8.7
Region 3	359,439	423,824	492,780	17.9	16.3
Region 4	205,214	227,782	250,808	11.0	10.1
Region 5	182,670	213,858	232,087	17.1	8.5
Region 6	366,148	427,195	472,606	16.7	10.6
Region 7	211,092	211,800	216,675	0.3	2.3
Region 8	727,122	944,475	1,109,882	29.9	17.5
Region 9	134,202	142,358	149,202	6.1	4.8
Region 10	124,075	133,516	161,944	7.6	21.3
Region 11	104,022	123,064	141,458	18.3	14.9
Region 12	77,339	84,633	88,169	9.4	4.2
Region 13	385,663	390,905	407,469	1.4	4.2
Region 14	164,350	191,117	213,344	16.3	11.6
INDIANA	3,934,224	4,662,498	5,193,669	18.5	11.4

INDIANA'S ECONOMIC REGIONS



Overview: TRANSPORTATION FACILITIES

One of the major factors responsible for Indiana's favorable business climate and rapid industrial and commercial growth has been its key geographic location and development of an integrated transportation system. The fast and dependable movement of goods is as much a part of the commercial and industrial process as is the availability of raw materials, skilled labor and an equitable business tax climate.

Highways and Trucking

As previously stated **transportation can be said to constitute an extention of the production process and as such is an integral part of the total business system.** In no other sector of the transportation network has this relationship been so highly developed as it is today in the trucking industry. There are more than 35 domestic common carriers and some 3,000 for-hire motor carrier companies that operate in the state to serve manufacturers, haul farm livestock or supply merchandise for retail outlets. The trucking industry in Indiana provides first-morning service from major Indiana cities within a 400 mile radius into portions of the east coast, deep south and north into Canada. Facilitating these service capabilities is Indiana's network of interstate, state, and farm-to-market highways. Indiana has 1,130 miles of designated interstate routes, 11,168 miles of state highways, and some 80,000 miles of roads and streets under county and city supervision. *Indiana ranks fifth among states in highway mileage per square mile of area and has surfaced 94% of its rural road system compared to a national average of 73%.*

During 1969, more than 320,600 persons in Indiana were employed in the trucking industry earning some \$2.3 billion in wages and salaries and keeping some 525,000 trucks valued at \$600 million rolling from Indiana terminals.

Railroads

Indiana is the nerve-center of the national railroad system as rail facilities here include all east-west main lines (east-west) east of Chicago and St. Louis plus many of the north-south lines.

With more than 6,600 miles of "first main track" operated by 14 class I railroads and an additional 5,600 miles of track comprising multiple main lines, sidings, switches and yards, the state offers railfreight movement capabilities into and out of most of the state's communities. In addition to freight passenger services through the AM-TRAK network are likewise provided into our east-west and north-south corridors.

Airways

There are 153 Indiana airports with public facilities for freight and charter passenger service. Air-carrier served airports are found in Indianapolis, South Bend, Ft. Wayne, Evansville, Bloomington, Terre Haute and Lafayette. In addition eighty-four other general aviation and air-carrier reliever airports provided areas to scheduled service in the state. The consideration of a jet port at Crown Point Indiana servicing the Chicago area would provide Indiana with expanded domestic as well as direct international carrier services.

Pipelines

Indiana is laced by pipelines for the transmission of natural gas crude oil and refined petroleum products. There are 34 underground fields for storage of natural gas in 25 counties of the state.

Waterways

The two greatest natural waterway systems lie in the North and Midwest; the St. Lawrence River and Great Lakes, in the north and the Ohio and Mississippi Rivers in the Midwest. Indiana by virtue of its geographic location borders these great waterways, on Lake Michigan in the north and on the Ohio River in the south.

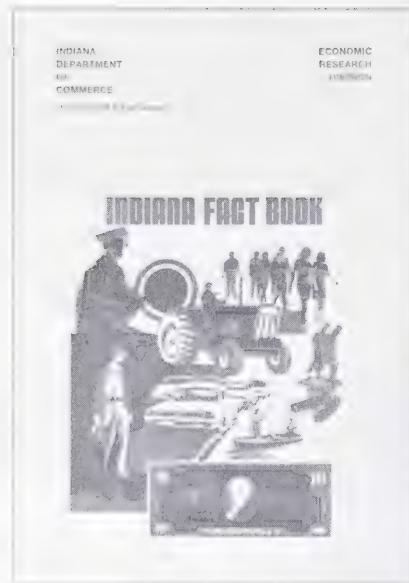
In 1970 Indiana added a new important deep water facility to the Great Lakes shipping complex by opening the "Port of Indiana-Burns Waterway Harbor." This port now provides Indiana commerce and industry ocean going vessel service through the St. Lawrence Seaway with direct connections to world markets and trade routes for our exporters and importers of finished goods and materials.

Plans are now being made to construct a similar public port and an industrial part at Mt. Vernon on the Ohio River to accommodate Indiana commerce and industry with the efficiencies of river barge transportation. It is anticipated that freight commodities such as chemicals, bulk, cement, coal and agricultural products would be especially suitable to such river barge transportation.

With the completion of the Mt. Vernon facility Indiana will be able to provide both bulk cargo and containerized export shipments not only to all major world trade routes but also to some 80% of the continental United States through its waterway connections via the Mississippi River and Great Lakes systems with the Gulf Intercoastal waterways.

Indiana Winter

January–February
Calendar of Events



The top booklet on the left is the newest calendar of events. It is compiled and published by the Division of Tourism of the Indiana Department of Commerce. It has five equal booklets. The March/April/May issue will be available in February.

At the upper right is the latest publication from the Economic Research Division. The fact book contains statistical information on every aspect of the Indiana economy.

The bottom three publications are the latest results from the Division of Planning. As their titles suggest, they deal with the problems of transportation (*left*), local housing authorities (*center*), and solid waste management (*right*).

All publications are free upon request.



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COVER PHOTO

It really is Lincoln—Forrest Lincoln of Spencer County. He's a sixth cousin of Abraham Lincoln.

PHOTO THIS PAGE

Example of Colonial Zionsville. (The Kogans' House)

INSIDE BACK COVER PHOTO

The Mrs. James Irving Holcomb Memorial, Carillon Tower, Butler University, Indianapolis

PHOTO CREDITS

Photo on pages 8, 9 *Indiana University*

Photos on pages 5, 6, 7 *THE ELKHART TRUTH*

All Others *Indiana Department of Commerce*

Promotion and Tourism

by Bill Watt

Director, Division of Public Information



Staggering sums of money change hands each year as supporters of tourist and cultural enterprises try to boost attendance.

The scope ranges from lavish international multi-media promotions for attractions such as Disney World to distribution of mimeographed handbills touting a harvest festival in some Hoosier hamlet.

Much publicity can be gleaned without cost. That can require involvement by persons skilled in the techniques of public relations.

On the other hand, even saturation advertising campaigns won't guarantee that you can draw a crowd.

The quick ballooning of tourist enterprises, coupled with increased public attention to recreation and historic preservation, has made publicity and promotion of these facilities matters of no small consequence.

Costs of advertising and promotion are mounting and represent a major financial burden to tourist enterprises, especially the fledgling ones. Quite a bit of evidence has accumulated that indicates considerable sums of money—not to mention time and energy—are wasted through misdirected publicity programs of small entrepreneurs and local civic associations.

A glance at the "Calendar of Events" brochures published by the state's tourist division reveals an almost unending array of local festivals, large and small.

The very fact that they are listed in the roster indicates that the sponsors are aiming at a prospective clientele that if not statewide is at least regional in scope.

The annual Parke County Covered Bridge Festival, for example, pulls thousands of visitors from throughout Indiana and Illinois. An intensive level of community activity is channeled into this week-long October event, no doubt partly because it is an excellent revenue producer for that scenic rural area. The Parke County festival represents one of the state's most sophisticated civic tourist endeavors and has built-in free publicity value. Each year, it generates detailed feature stories in Midwestern newspapers and magazines.

Less pretentious, but very appealing to Hoosiers seeking a pleasant weekend interlude are the periodic muzzle-load shooting events at Friendship, Ind. These rather quaint exhibitions, at which pioneer costumes abound, are prime fodder for the photographer or feature writer. They draw tourists who know nothing about firearms, believe a muzzle is an item best suited to mothers-in-law, but want to soak up the atmosphere anyway.

Attractions of this type have proved to be durable and worthwhile local activities.

However, the tourist division also is asked to beat the drum for some local events that by their very nature and organization don't really measure up as tourist attractions. In most cases, their sponsors honestly believe they do.

It boils down to this: The townspeople have a good time and they reckon that an outsider will as well.

The format, quite often, consists of the ever-present queen contest, parade, scattered downtown exhibits and some concession stands. What the local promoters fail to realize is that a large portion of the enjoyment comes from jostling elbows with friends and neighbors. These festivals are essentially local social gatherings. There's nothing wrong with that but any stranger who drives a distance to take part in the festivals is liable to be disappointed.

To make them genuine tourist drawing-cards requires instilling a unique flavor and level of activity that will provide an interesting experience for non-residents. Then, and only then, will promotion beyond the county line make any sense.

A number of Hoosiers who find time on their hands make a point checking the brochures, then taking in one or more of the happenings listed therein. Scattered reports have gotten back to me.

Many will relate great delight in exploring previously unknown locales which offered a few hours of unexpected enjoyment or educational enlightenment.

But adverse reactions have been compiled as well:

"The book said that museum was open every day from one-to-five. I hit there at 2:30 and it was locked up tighter than a drum."

"Your so-called point of historic interest was little more than a patch of grass and a tombstone." (For that matter, one acquaintance spent several hours trying to find a particular historic tombstone, to no avail).

"That festival was a drag. I've seen cider and pumpkins before."

Although isolated comments make for an exceedingly flimsy indictment, the points are well taken.

Similar considerations can apply to the current enthusiasm for historic preservation.

The wrecking ball has put the crunch to far too many Hoosier landmarks because the intangible value of "heritage" often cannot compete with a city's pressing demand for room to grow, or with the economic advantages of private development in some other fashion.

At the present time, local governments and civic organizations are in various stages of action to retain historic landmarks. In many instances, groups are devising alternative uses for structures in order that they might be community assets. Turning them into museums or "historic enclaves" is a frequently advanced suggestion.

By making tourist attractions of these landmarks, civic leaders plan to gain enough revenue to at least defray upkeep. If revenue through fees is not practical, preservationists hope to come up with attractions that will stimulate enough traffic, bolster the economy and justify continuing solicitations of contributions from the business community.

Some of these proposals are promising. In other cases, justifying them as "tourist attractions" may be stretching a point. *The question keeps popping up: Does this landmark have the unique qualities that can be adapted to its development as a cultural or recreational center that will attract out-of-towners?*

Occasionally, a fair answer would be a reluctant negative, which is not to say that the structure shouldn't be saved for its own sake or because it can be an esthetic attribute to a downtown revitalization program, or maintained for the enjoyment of local citizens.

Despite the fact that tourism represents a billion dollar business in this state, promotion of events by individual localities and small enterprises usually is carried out on a shoestring.

Only the most successful can justify mass media advertising. Furthermore, it can be difficult or prohibitively expensive to reach the desired audience.

Getting more emphasis these days is the concept of regional promotion, encompassing joint effort by local governments and private enterprise. It isn't new, as veteran highway travelers can recall the promotional materials or advertising campaigns carried out by merchants serving a major highway who have banded together to encourage travel along that route.

The Lincoln Heritage Trail Foundation is another successful joint venture involving public and private interests in Indiana, Kentucky and Illinois.

Last year, the tourist division of the Indiana Department of Commerce established eight tourism regions in Indiana. The boundaries were based on what seem to be common interests and tourism potential in the counties involved.

By pooling talent and money, the individual regions may be able to upgrade tourist facilities, then promote them on a regional scale. Aside from the economics achieved through cooperative advertising, the augmentation of an area's cultural, recreational and historic allure can be translated into more jobs and a stronger economic base.

The department is reorienting its publications and advertising campaigns to reflect this regional approach.

Separate brochures on each of the regions have been assembled. Advertisements placed in major state newspapers had the aim of encouraging awareness of events and facilities within a few hours drive of the reader.

The expansion of the travel market has brought with it an increase in magazines and other periodicals designed to provide information to tourists. Fastest growing is the category of guidebooks which provide data for a specialized type of traveler (camping trailer enthusiasts, for example).

Newspapers are expanding travel and entertainment sections. The broadcast media are offering more public service time to make audiences aware of nearby leisure activities. Camera crews compile film reports on major tourism events on a scale far above that of, say, a decade ago.

Company magazines and trade journals also find room for travel articles.

There are still large lapses in getting the tourist publicity people together with the media, since most of the former lack training in the techniques of journalism and marketing.

It's not so much a case of inability to get the word across that the AYZ festival will start its four-day run next Thursday or that the city's new cultural center is ready for opening. The mass media are looking for the "angle"—the particular facet about an event that will interest audiences. In an era of ever-burgeoning competition for a reader's attention, the "angle" can be an elusive commodity.

The sheer number of occurrences of potential tourist interest make it impossible for the media to give much attention to the pedestrian ones.

But the vast majority of events and enterprises do have something to offer and part of the problem has to be chalked up to failure to convey the message.

The basic problem seems to be one of human nature. It affects all publicists to some extent, be they housewives or well-paid professionals. In trying to devise the sales pitch, they must put themselves in the shoes of the guy they want to attract.

Too often, it works out the other way.

The best example is that hackneyed ploy of publicity men—the proclamation obtained from a mayor or governor. Gaining one is an element of most promotion campaigns, and proclamations are easy to get, since governmental offices have adopted supermarket methods of processing the volume.

Dozens are issued each week. Nowadays the organization writes what it wants in the proclamation, the officeholder's secretary retypes it, and the mayor or governor signs it.

Photographs of officials penning proclamations once was common fare for newspaper readers. Today, newsmen file their copies into wastebaskets. If you want a photographer present when you shake the governor's hand, bring your own.

A proclamation is a nice item for the promoter who gets to shake hands with the officeholder. The P.R. man demonstrates to his client that he has access to public officials and is worth retaining. The document is attractive, framed on some office wall.

It doesn't hurt anything, but it isn't publicity.

LOOK OUT, 1990

by Sally Newhouse

Editor



Elkhart, Indiana has 43,000 people, (with 83,500 more in the county) a strong economy based both on industry and agriculture, a nationally acclaimed school system and a resolve to make the community better!

Community leaders from industry, business and commerce joined their talents and time three years ago to launch a civil attack on the deterioration, decay and general demoralization of

Elkhart's central business core, the downtown area. Elkhart has long been characterized as a successful industrial town. The community, owning claim as a band instrument capital of the world, mobile home/recreational vehicle capital and home office of Miles Laboratories, is economically stable. The school

system is recognized as progressive and experimental; health and cultural facilities are extensive both locally and regionally (Elkhart lies in the heart of the concentrated demographic line between New York (and/or) Detroit) and Chicago/Milwaukee so that access to fulfillment of at least most needs and interests is near at hand. Recreation facilities are remarkably available for a community the size of Elkhart. A recent study showed there are a total of 4628 acres in recreation facilities in Elkhart County. Of these more than 1800 acres are in Elkhart County Park system. Gifts have added most of the acreage. All in all, a study of the community indicates prosperity for now and the future. But Elkhart isn't happy—at least, not with the condition of its heart, the down-town district.

Not content just to admit to the deteriorating central area and by so doing, soothe their consciences, community leaders coalesced their energies and collected \$200,000 in private funds to commission a large consulting firm to study Elkhart and design the community as ideally as it should be in order to function optimally by the target year 1990.



This is the consultant firm's model of Elkhart's central area. This particular view looks south toward downtown with the Main Street Bridge in the foreground.

That was in 1969 that the consultants started using their minds and pencils to organize an optimum plan for Elkhart, Indiana. The plan is finished now. What remains is the implementation. Implementation takes time, big money, freight, patience, and above all, cooperation. Naturally, the plan will adjust to the needs of Elkhart as they become apparent. Ultimately, when the whole plan has been implemented every known aspect of Elkhart, from downtown to the corporate borders, will have been improved and attuned to the future.

Included in "every known aspect" are considerations such as traffic patterns that make travelling to the downtown area a pleasure not a gamble with peace of mind. In other cases, traffic which doesn't need to be downtown will be routed around, not through, downtown. At the present time, on-street parking takes space that could be used for expediting traffic flow. So off-street parking is a part of the new prospectus for 1990. The retail and service businesses of Elkhart presently do not completely provide for the needs of the community, although new shopping centers are rapidly filling this gap. But all this has not helped the downtown situation. Industry in Elkhart seems in many cases to have located itself near the downtown in a part of the city where the industry can no longer grow. Esthetically, the central business area has been neglected. Many streets are naked of shrubs or complementary landscaping. Some neighborhoods near the downtown are blighted, depressed areas.

ELKHART WANTS TO CHANGE ALL THIS. THE CITIZEN LEADERS ARE ACTIVELY WORKING TO REVITALIZE THE HEART OF THE COMMUNITY—THE DOWNTOWN.

The consultants' plan includes everything. Not only will commercial interests be given new birth or at least a face lift in the downtown renovation program but light industry will be moved outside the core to areas more conducive to easy transportation and growth. Everything will be landscaped in the full sense of the word. Blighted neighborhoods will be replaced with functional, appealing multi-family dwellings. Ample ground will be given between structures and parks will pepper the community.

THIS RENOVATION PROGRAM RETURNS COMMUNITY ACTIVITY TO ITS ORIGINAL POINT. It is likely a greater community pulse will be realized—more excitement, more activity. Downtown will be the core where active and passive leisure is afforded, where banking and commercial transactions are centered, where living is fun and vital. All will, if the plan is worked, be housed in new structures that, like the plan, are functional. "Total environment" controlled malls will invite shoppers. Ample off-street parking and well-circuited traffic flow will attract downtown visits.

The plan suggests control—control of people, and resources. But with complexity and growth, control has proved necessary if the community as a whole is to prosper and develop.



The new Elkhart County Courts Building.



The Charles S. Beardsley Research Laboratory of Miles Laboratories, Inc.

But Elkhart has many pluses that exist despite the downtown problems. Take industry, for instance. This city has been rightfully trumpeted the "mobile home and recreational vehicle" capital of the world. It *is*, too. There are 44 mobile home manufacturers and 67 recreational vehicle manufacturers in Elkhart. That's not to mention the numerous suppliers of parts and services to the mobile home/recreational vehicle industry. In fact, one of every four workers in Elkhart is employed in the mobile home field. Which brings up another point. Elkhart is the home of several large companies. It is the home office of Miles Laboratories and the center of the nation's band instrument business. The second largest Penn Central yards are in Elkhart and the second highest agriculture output of any county in Indiana. James McNeile, Associate Publisher of the community evening paper, relayed that "Income per household is consistently in the top 10 for any market in the U.S. Elkhart has two of the state's largest banks, and *Time Magazine* in 1968 estimated conservatively that there were 40 millionaires living in Elkhart."

But industry isn't all that Elkhart shines pride for. The school system in Elkhart is unique, pace-setting and in some cases, experimental. (For example, there are non-graded elementary classes, economics taught in the elementary grades, an award winning music program, and an area vocational career center fostered by a gift from a local industrialist.) Higher education opportunity abounds around Elkhart (there are eight colleges and universities in the area). The medical facilities are central to the community and very complete. An \$8 million hospital expansion program is underway; public support of the

improvement was so strong that the contributions goal was topped by 33% percent. Other current improvements include completion of one of the state's most modern sewage treatment plants and extensive airport expansion.

Like any community, Elkhart has room to improve despite all that is being done and despite the general economic and cultural robustness. Because of the new "second" high school to be opened next year, the community residents will have to adjust to the growing pain that comes with this kind of development (for example, teams being weakened, funds being divided, individual problems resultant from the school redistricting). Industrially, Elkhart is concerned that the concentration in the mobile home field has resulted in the loss of some balanced diversity. However, contrasted to the national general economic condition, Elkhart claims a low unemployment rate. Although one shopping center expanded from community to regional size in 1971 and a second regional center is now under construction, the city still needs more retail business and "service" agencies. The 520 acre downtown plot to be newly developed in addition to existent downtown renovation hopefully will include more retail and service concerns.

Highway access from Elkhart to points beyond is limited and like all communities, there are day-to-day problems that seem regenerative. Implementation of the new "whole of Elkhart" plan may be slow, dependent on the financing and cooperation.

But, Elkhart is moving, is growing, is reaching for total improvement. Ready or not, "1990," here comes Elkhart.



The Elkhart area Career Center



Artist's concept of the Elkhart General Hospital after expansion.

\$13.9 Million Worth

I.U. Assembly Hall

by Debbie Tower



Students and faculty at Indiana University at Bloomington celebrated the completion of a unique building—an assembly hall that served as both an auditorium and a gymnasium in 1896. Three-quarters of a century later, history repeated itself. Last October 23, Indiana University officially unveiled its new, magnificent \$13.9 million Assembly Hall—the result of 22 years' planning and four years' construction.

Already, in only four months, internationally known stars like Bob Hope and Petula Clark, rock groups like Chicago, the Ringling Bros. and Barnum & Bailey Circus, and Big Ten and non-Conference basketball teams have drawn consistently capacity (16,666) and near capacity crowds to the new arena.

The assembly hall, according to the consensus at I.U., was well worth the 22 year wait.

Not until after World War II was serious consideration given to the idea of building such an edifice. Because I.U.'s athletic facilities were limited when compared to those of other Big Ten schools, encouraging high school athletes to attend I.U. was difficult. But administrators and members of the Board of Trustees agreed that money then should be spent constructing new classroom buildings and

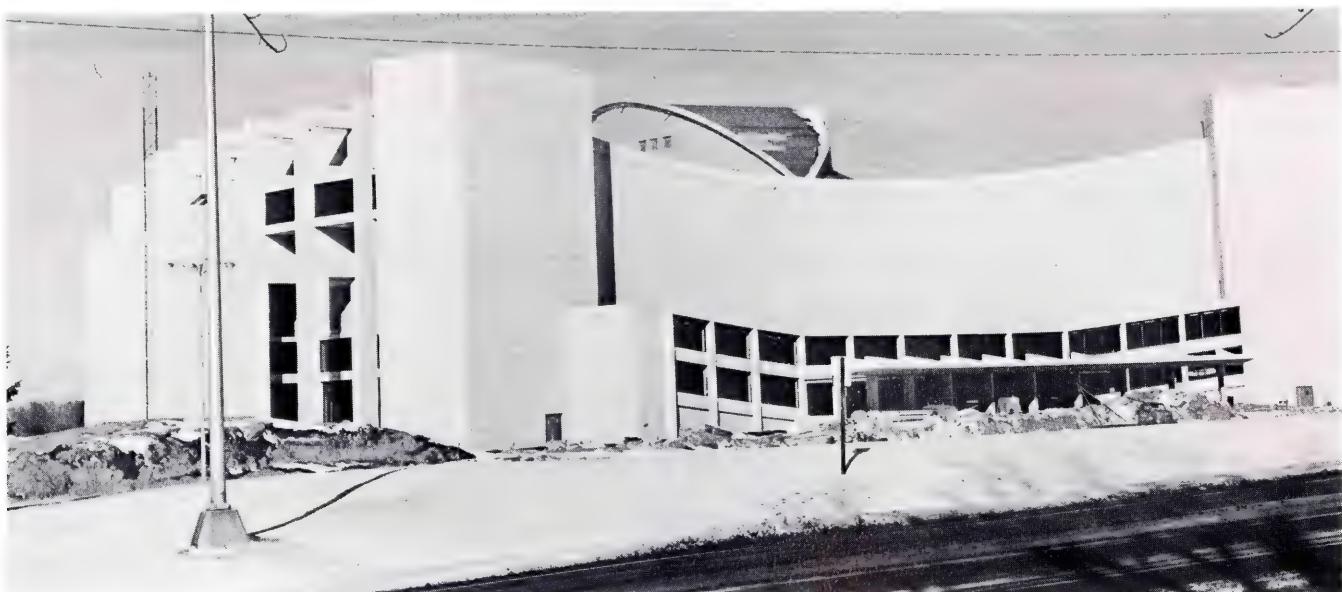
residence halls to balance the school's tremendous influx of students. (In the late 1940's, enrollment jumped from 5,000 to 15,000.)

Consequently, I.U.'s "athletic facility improvement program" was postponed until 1957. At that time, the Board devised a tri-facility package plan that proposed construction of a new fieldhouse, football stadium, and assembly hall. Land, specifically 120 acres, had been purchased for \$1700 an acre. Since the University already owned 40 adjacent acres, its then recent acquisition allowed 160 acres for development. But again, the assembly hall was neglected while the fieldhouse and stadium were completed in 1960.

December, 1967, saw the real beginning of the arena. Ground was broken the day I.U.'s football team left for Pasadena for the 1968 Rose Bowl. In all, about 60,500 cubic yards of dirt and 12,000 yards of rock were excavated by an Indianapolis construction company.

Construction lasted nearly four years, somewhat longer than anticipated. Finally, however, I.U.'s newest structural phenomenon was positioned, along with other University athletic facilities, on that 160-acre tract of land (that is bounded on the north by Highway 46 By-Pass, on the south by 17th Street, on the east by Fee Lane, and on the west by Dunn Street).

Perhaps the most spectacular and unusual portion of I.U.'s Assembly Hall is its roof. Following the principle of suspension bridges that extend across huge waterways, a cable support roof was designed for the facility by a New York architectural firm.



A roof weight of 2,700,000 pounds is supported by 54 cables, each measuring $1\frac{3}{4}$ inches in diameter. The cables stretch from behind one seating section to the opposite exterior wall and are supported midway by two inclined steel arches that run the north/south dimension of the building. 4,500 pre-cast concrete slabs comprise the roof decking, which rests immediately above the cables. Each slab measures three feet by six feet and weighs 600 pounds.

Spectators probably best appreciate the roof's catenary cable system because it eliminates the vertical steel beams that can block one's vision of the activity on the main floor.

Many features of the 63,500-ton concrete structure indicate that Assembly Hall was designed with the spectators in mind. There are 15,066 cushioned, theatre-back seats on the east and west concourse and upper balcony levels. These seats make comfortable viewing of any event. "End zone seating" was one element I.U. wanted to avoid from the beginning but since roll-away bleachers were a practical asset (available if necessary or folded into the wall if additional seats were unnecessary), two blocks were installed on the north and south ends of the floor, each providing 800 seats.

More than 100 speakers are placed throughout the building to insure that onlookers can hear as well as see. Also, Assembly Hall contains two elevators, 11 concession stands, 32 rest rooms, and the entire building is air conditioned.

In one sense, basketball has completed a full cycle at I.U. The first Indiana high school basketball tournament finals were played in the old assembly hall 62 years ago. This March, the top high school teams will return to the new building to vie for the state championship. They will play on the "McCracken Memorial Court" which was re-

named and dedicated in the honor of the late Hoosier basketball coach.

Basketball, however, does not necessarily impede other campus events. For concerts or theatrical productions that require a stage, one day's work will remove the basketball court and replace it with a full 108 by 54 foot portable stage that faces the east stands.

Nor is lighting a problem. Basketball lights figure to about 100 feet candle power with 300 feet candle power for color telecasting. Positioned in the grid work and catwalks of the roof are 576 more lights and in the balcony are 24 spotlights. Also, to introduce entertainment headliners to the audience and bring them onto the stage are six follow spots located in the upper balcony.

Besides the features mentioned, Assembly Hall houses a group of offices, special facilities, and work-out rooms. Contained within the 305,000 square foot structure, apart from the main arena, are the ticket offices, photo-laboratories and a photo transmitter, all the athletic offices, athletic dressing rooms, a therapy room, a wrestling room, handball courts, a universal gym, theatrical dressing rooms, a small dining area, and the I-men's lounge.

Financing the \$13.9 million Assembly Hall will not prove a burden for taxpayers. Instead, the cost is paid by self-liquidating bonds.

Since an arena now exists on campus that can accommodate over 16,500 fans, Indiana University can begin promoting basketball and encouraging ticket sales. Also, through its Assembly Hall, the University has the facility that attracts well-known entertainers. It would appear, based on the past four months, that an immediate future of enjoyment awaits students, faculty and other guests in I.U.'s new multi-purpose arena.



EXPORTING

Professor Richard N. Farmer

Chairman, International Business School of Business, Indiana University

(This article will appear in combination with other articles on exporting in a publication to be released this spring by the International Trade Division of the Indiana Department of Commerce.)

Introduction: One task we in academic International Business assist the State Department of Commerce in is helping promote Indiana exports. Our research and consulting, done mainly by young graduate students in business, have taken us around the state, into many smaller and medium size firms. *In looking at companies with annual sales of under \$10 million, one consistent export pattern is the lack of any pattern.* Some smaller firms are extremely active exporters, and are expanding markets. Some firms will take exports or leave them alone, handling a few orders now and then, but rarely making any significant efforts in this direction. And still other firms do not export at all, never have, and presumably never will. Even when potentially profitable business comes their way from abroad, they often appear to go out of their way to avoid it.

This lack of pattern has often made us curious, and only recently did we figure out what is really going on. **It turns out that exporting is more a state of mind than anything else, and the exploration of this state of mind is the purpose of this paper.**

Cosmopolitans and Provincial: A few years ago, Professor Kent Pinney made an extensive study of smaller Indiana exporters.¹ He was interested in finding key barriers to exports in Indiana firms, and he eventually came up with 20 key factors which sometimes prevented successful exporting, or, if these were favorable, encouraged firms to sell abroad. Of the 20, two were economic variables. Firms with products selling for high values per pound, and whose production involved much high skill labor were prime candidates for export. Curiously enough, wage rates were not critical—skill was. If a firm met these two criteria, it could anticipate some export potential,

often quite large. And firms with such products were often found exporting quite successfully.

The other 18 key variables influencing exporting were essentially behavioral, reflecting the state of mind of key executives and managing owners. **In the end, successful exporting from Indiana seems to boil down to the simple fact that if the decision maker is a cosmopolitan type of individual, his firm will be exporting or trying to. If the decision makers are provincials, then no amount of encouragement, exhortation, economic benefits, company profits, or anything else will do much good.**

So if we want bigger exports from Indiana, we need more cosmopolitan types in the executive suites. What kind of man is this? It is relatively easy to sketch a profile of such a person, and at the same time, by reversing the definition, to define a provincial. Essentially, the cosmopolitan is something like this:

1. He is a highly educated man, typically in law, business, engineering, or the natural sciences (a few economists may also qualify, as do many other types). The typical cosmopolitan knows quite a bit about both business and technology, particularly in his company's fields. He tends to follow developments in both these areas wherever they may occur, anywhere around the world.

There are always exceptions to the rule. This author's favorite, and perhaps most complete cosmopolitan is a Saudi Arabian who managed to finish the third grade. But he could outrun this academic intellectually in any field you could name. Education is not always some formal process—many can do better on their own.

2. The cosmopolitan has been around: He has been abroad, either as a civilian or in the military. He still travels often, both for business and pleasure. Because he has travelled extensively, he tends to have some feeling for how others work, think, and live. Simple problems, such as the realization that something has to be done in the

metric system, or 50 cycle rather than 60 cycle electric current is the norm abroad, do not bother him. He has learned that others may have a point now and then, and he is willing to concede it from time to time if it helps.

3. The cosmopolitan reads: He keeps up with world affairs, and his copy of the *WALL STREET JOURNAL* serves for more than a study of the financial quotations. He subscribes to a wide variety of general and professional journals, and he generally knows what's going on in the world. More importantly, he has some good idea of what's going on in his market in other countries, since his technical and professional journals often cover developments abroad.

4. The cosmopolitan is mobile: He keeps job hopping (which may drive his boss nuts—no sooner than he gets a good deal than he's off to a still better one). It does not bother cosmopolitans to move across country, or even to foreign countries, if this is where the action is in his field. Many present Indiana cosmopolitans came from other states or abroad. They may well leave if the better opportunities appear to be someplace else.

5. The cosmopolitan deals with other cosmopolitans to get his job done: He does not hesitate to contact bankers, lawyers, engineers, export specialists, consultants, or even professors, if these people seem necessary to get something done right. Because he is not afraid to consult with any experts (who usually are also cosmopolitans), he can solve easily problems which would baffle many provincials, who are not as able to contact easily such people.

6. Very importantly, the cosmopolitan is not afraid to say, "I don't know," and call for help: It is often surprising to discover how many successful businessmen are unable to do this. His very success may be the reason why he hesitates. A good businessman sometimes feels that it is a sign of weakness to admit that there might be some detail which he does not know about.

But no one knows everything, least of all in international business, and when something comes up which is mysterious, the fellow who admits he just doesn't have a clue and gets on the telephone to try to find out will win every time. Somewhere out there is some expert who does know, and whose job it is to make others know too. Once you find him, you not only help him do his job, but now you also know.

7. The cosmopolitan keeps learning all his life: The end of formal education is just the beginning for the cosmopolitan. He realizes that if he is going to win, he will have to stay ahead of the pack, and all that reading in point 3 above, plus the communing with other cosmopolitans in point 5 above are merely ways of getting more education.

We in teaching can often spot future cosmopolitans on this point alone. Our students who tell us (directly or inferentially) as they graduate that this is all the education they ever expect to get, are not going to be the next generation's cosmopolitans. But the young men and women who come in to say that they have been assigned to Gary in their new job, and would we please recommend some teachers up there so they can go right on getting educated

are likely to go far—right out of Indiana, far too often.

8. Cosmopolitans make a lot more money than provincials: There are also plenty of exceptions to this rule, but the person with these cosmopolitan instincts is much more likely to succeed in business than the provincials. If he gets boxed in by one company, he will quickly move to another. If one product line seems too confining, he will find others using his firm's expertise. The provincials went down the drain with their buggy whip factories while the cosmopolitans were switching to automobile headlights or springs—and there are still a lot of figurative buggy whip factories in Indiana even now. Quite possibly, unless some cosmopolitans appear on the scene to take over, they are doomed to the same dismal fate as our historic buggy whip makers.

Value judgements: If it's exports you want, find yourself some cosmopolitans to run things. They will figure out a way to export, even if the things they now make are not suited for international trade. Product lines can always be changed. But the whole world is not interested in exports. This author has been accused of making value judgements about the rightness or wrongness of being provincial or cosmopolitan. The descriptions of the cosmopolitan fellow noted above may suggest that somehow provincials are not very nice people.

But to paraphrase an old saying, some of our best friends are provincials. That is, there is nothing inherently right or wrong in being a provincial or a cosmopolitan. The only point made here is that provincials typically do not take any great part in international trade.

Mixed up people: It is also true that very few of us are totally cosmopolitan or totally provincial. We share characteristics of both types, and only a few individuals are completely one way or the other. Moreover, we tend to move steadily on one direction or another. The older cosmopolitan, while he may never get totally provincial, may settle down, forget to read his latest technical magazine, and enjoy life. Even the total provincial may get drafted, be sent by his firm overseas, marry a foreign girl he met in school, or do some other wild things which start him moving on the cosmopolitan path.

We sense that in Indiana, the provincials are losing out to the cosmopolitans, but it is a slow process. Aiding this development are many things in the state, including the draft, very good schools, cheap travel, and that much maligned instrument, television. Today Hoosier elementary school students know more about the world than most of us older folks knew when we were 30 or 40. Increasingly we seem to be realizing that there is a world out there that we are a part of, for better or worse. We might as well work with it, trade with it, and visit it, since we really have no other choice.

If this is true, then it is likely that we will be much more heavily involved in international trade and other international activities in the future than we have been in the past. And for a Professor of International Business at a state supported university, this indeed is a pleasant forecast to make.

FOOTNOTE:

1. J. Kent Pinney, *Process of Commitment to Foreign Trade*, (Indianapolis: Indiana, Department of Commerce, 1970), 87 pp. See particularly pp. 34-37.

An Example of Initiative

ZIONSVILLE

by Paul W. Barada



Zionsville, Indiana used to be one of those typical little Hoosier communities where everybody grew up and then moved away. Indiana is full of places of this sort, victims of the mass migration from the rural areas to the cities. Zionsville, however, has become the exception to that rule. Good things are happening there.

Not too many years ago some far-sighted people in Zionsville started taking a second look at their little

community. They saw potential and they started to talk. It wasn't long before things started to happen and things have continued to happen ever since.

Today Zionsville has a new look. Store fronts on Main Street have been remodeled, private homes have been redecorated, new businesses have been started. And best of all, the people have developed a new pride in their hometown. Business is booming and the town's reputation is spreading throughout central Indiana.

What explains the new success in Zionsville? What was done to keep it from becoming a bedroom community on the edge of Indianapolis? The answers are almost too simple, like finding your glasses on the end of your nose, so to speak.

With some effective leadership and a desire to improve things, the community took advantage of what they already had and made the most of it. Instead of trying to turn their town into a large shopping center of plastic, neon, and asphalt, they have re-created the atmosphere that Zionsville started with over a hundred years ago—the charm of America's Victorian era.

Perhaps the best example of what has been going on in Zionsville is a small, authentically decorated gift/party-supply store. Renovation and new-found energy and community interest in Zionsville seemed to have begun with the opening of the gift shop. Since then, Zionsville has been "moving."

Here is a sketch of how the gift shop got going:

Before the two proprietors started their business, which was something over three years ago now, the two story brick building that they rented needed much renovation. Instead of covering it with plastic and tin, they restored the front, added fixtures that complimented the architecture of the building, and refurbished the inside to match. They installed arched canopies and awnings to





match the lines of the windows and doorway. Instead of lining the walls of the shop with shiny paneling, they have used boards and beams from an old barn, patterned fabrics, bricks, and a profusion of artificial trees and bushes. Instead of adjustable metal shelves they have used numerous baskets for small items and real tree limbs attached to the walls for hanging decorations. One of the

most unique ideas is an old-fashioned pump which trickles water into a brick-lined basin. According to one of the owners, "We didn't want to start another discount store, but a place that would be pleasant to shop in, while offering different and interesting merchandise. We did most of the work ourselves which cut down on expenses, plus demonstrating what could be done in the downtown area," he concluded.

Several other businesses have also restored and redecorated their buildings in keeping with the period of the town. One good example is a men's store on Main Street. The brick building has been repainted, the window frames have been painted to emphasize their size, and shutters have been added to further enhance the basic Victorian architecture of the structure. Harold Wright, owner of the store, stated, "I moved from Lafayette to Zionsville a few years ago because I wanted to live in a small town that was progressive. There is more individual initiative and cooperation here than you would ever find in a large city," he said. It would appear that the results have been profitable for many of the local merchants. As Mr. Wright pointed out, "All the work that has been done has definitely been good for my business; not to mention the new stores that have helped give a boost to the local economy."

The new look in Zionsville hasn't just been limited to the stores and businesses. Several private homes have done extensive remodeling and redecorating to match the atmosphere of the business district. An example of the enthusiasm and cooperation that has been generated is the home owned by Mrs. Helen Kogan and her husband. Located on the east side of Main Street, across from many of the newly decorated shops, the Kogan home accurately reflects the charm and simplicity of life well over 150 years ago. They have removed an unsightly porch, repainted the entire home, installed a brick patio where the porch stood, and refurnished the interior in authentic early American. "We wanted to take part in the life of the community, and restoring this house was the best way we could think of," Mrs. Kogan stated. Originally from Indianapolis, the Kogans have lived in Zionsville for about a year. "We thoroughly enjoy the atmosphere of this community. I very seldom get out in the car anymore; when I need anything I just walk across the street," Mrs. Kogan concluded.

The point of all this is that people have become involved in a unified effort to improve their town. They have developed an atmosphere and mood for their community that offers an attractive alternative to life in the city.

There is still a lot to be done. "We hope to install gas-lights in the downtown area, perhaps replace the cement sidewalks with brick and, someday, have a trolley car for Main Street," John Myers, the gift shop owner, commented. Considering how far they have come already, it seems likely that they will achieve their objectives.

The progress that has been made in Zionsville is a fine example of what many smaller Hoosier communities can do. All that's required is the desire to better things and the ability to take advantage of existing potential.

A trip to Zionsville is a good way to see what's been accomplished so far. Zionsville may be a small town, about 1,800 people, but there's nothing small about its potential or its new found pride.

It Can Help You

by Sonya Saunders

Director, Office of Consumer Affairs



Have you heard this on your local radio station? "Indiana's Uniform Consumer Credit Code places maximum limits on interest that can be charged to consumers in our state. Competition among lenders and retailers helps to keep these rates below the maximum permitted if you, the consumer, will shop wisely for the credit you use.

"For further Information call 317/633-5995 or write The Department of Financial

Institutions, 1024 State Office Building, Indianapolis, Indiana 46204."

This is one of five (5) radio announcements released by the Department of Financial Institution to inform the public of their *new* rights under the Uniform Consumer Credit Code (UCCC).

In 1933, the Financial Institution Act established the **Department of Financial Institution**. Since then the Department's powers and responsibilities have been increased through additional statutes, the latest being the UCCC (effective October 1, 1971) James H. Faris, Director of the Department stated.

The UCCC gives the state, for the first time, control of retail credit both on revolving and closed end (individual) contracts, rates, charges, and practices. It also provides the business community with a tremendously broad and flexible act whereby businessmen can establish a wide variety of payment plans and utilize other types of credit extension that were previously impossible.

Consumer credit complaints against financial institutions under the supervision and jurisdiction of this office have been accepted as of that date.

Faris said that *banks, savings and loan companies, credit unions, and small loan companies supervised by the Department* were required to register annually with the UCCC as well as several thousand sellers, lenders and lessors not previously subject to any laws administered by the department.

"First, the financial institution involved must file a 'notice of intent' with us. We sent letters and forms to 72,000 institutions informing them of the necessity of being registered if they issue consumer credit as stated in the code," he said.

"Then annually they must also file a report of the volume of consumer credit sales, leases and loans made the previous year. A fee based on this volume accompanies the 'creditors notification return'.

"Through the code we have the power and duty to examine any institution in the business and take action if necessary."

There is a wide range of cases considered:

- deficit rebates on prepayments
- excessive charges on loans
- excessive credit service charges on credit sales
- complaints by the industry against competitors
- compliance with recession statutes
(3 day cooling off period)

Also there are some transactions not covered:

- 1) Cash sales (bank credit card sales are considered to be CASH sales)
- 2) Sales with one payment (excluding a down payment) and credit service charges such as the 30 day account.
- 3) Sales payable in three installments (excluding a down payment) without a credit service charge, such as a 30-60-90-day account.

The most common problem found with complaints dealing with financial institutions is that the consumer does not understand the charge on a bill. Fifty per cent of the time the consumer is not fully aware of what he has agreed to and signed. The problem the other half of the time involves some corrective action for the consumer such as a refund of charges.

Within the department there are four divisions: Buildings and Loan Associations, Banks & Trust Companies, Small Loan and Consumer Credit, and Credit Unions. Persons within each Division commented on specific areas in which consumers have had repeated problems.

Mack W. Slusser, supervisor of the **Division of Building and Loan Association**, said nine out of ten problems resulted from a misunderstanding of the borrower as to the terms and conditions set out by the institutions. An example would be a mortgage loan and contract which may contain a provision in event the borrower fails to make payments on time. He could be subject to penalty. It may be one month's interest—a flat fee—or whatever. He hadn't read the contract thoroughly!

Slusser suggested several things to keep in mind when borrowing. First, READ the contract CAREFULLY, know what your obligations are. Second, ASK QUESTIONS, know where your money is going

What is the rate of interest?

When is the maturity of the loan?

What is the entire closing cost?

What are the penalty provisions?

What are the provisions for payment of taxes, insurance, etc.

If the consumer agrees, he will be held responsible for meeting and fulfilling the provisions of the contract of that lending institution once he has signed, Slusser continued.

Institutions are usually cooperative in making allowances for legitimate reasons. If the borrower has been out of work six months due to illness and falls behind in his payments, the institutions may authorize a modification to allow for the situation, for example, reduced payments

over an extended period of time to aid the borrower in a cooperative effort.

Complaints should be *written* to the department and they will be investigated. It is the responsibility of the consumer to have 'proof of payment' such as cancelled checks or receipts for transactions.

The **Division of Banks and Trust Companies** is headed by Donald E. Husk. He revealed that many of their complaints resulted from checking and savings accounts and people's lack of education about what to expect.

Husk listed several things to question when establishing a checking account:

- Is there a service charge?
- What happens if a check is written on insufficient funds?
- Is there a minimum balance plan to replace the cost per check?
- Are there penalty charges of any type?
- Are there checks furnished or do you have to buy them?
- Are you absolutely sure of what you are signing and of the payments?

Similar things should be considered when opening a savings account:

- What happens if money is withdrawn prior to six months. Will you lose interest?
- What is the quality and price of the gift offered when depositing a certain amount of money? (A five dollar (\$5.00) gift may be offered below a \$5,000 deposit and ten dollar (\$10.00) above.)
- When do you pay the interest: monthly, quarterly, semi-annually?
- How is the interest computed? (Truth-in-Lending requires that the annual percentage rate be given at the time the loan is made.)
- Are all the terms understood? Talk with the banker (also consider convenience and personnel).

Mr. Husk said that they are only authorized to service a state bank. If the words Federal, National or letters N.A. (National Association) are included in the name of the bank, questions or complaints should be addressed to:

Mr. J. W. Shaffer
Fourth National Bank Region
One Erie View Plaza
E. 9th Street and St. Clair Ave.
Cleveland, Ohio 44114
Phone 216/522-4870

Joseph V. Riley is the supervisor of the **Division of Consumer Credit**. The administrative assistant in charge of complaints is Robert E. Haler. He said that their division acts on all complaints and investigates to see that the establishment is adhering to all statutes outlined in the UCCC.

Since the code went into effect, complaints have increased about 110%. They are classified as:

- 26% adjustments made to the consumer
- 33% no violation of any statute
- 20% complaint referred to another agency
- 10.5% consumer indicated a complaint, their letter was answered, we received no reply.
- 10.5% complaint pending determination

Haler pointed out several realistic questions to consider:

- Is it a reputable institution? Check with our Department or your local Better Business Bureau or Chamber of Commerce.

— What is the interest rate, dollar amount and annual percentage rate (Shop around; this would drive the rate down if everyone would do the same).

— Is the insurance the institution wants you to pay for necessary?

Most of our complaints are that the consumer is not aware of maximum rates. Unfortunately, many consumers do not keep receipts to prove quoted prices, agreements, or payments made, he added.

"Another provision of the code states that if a credit sale is \$1,100 or less, creditors may either repossess or sue upon nonpayment. If you purchase furniture for \$1,100 and become unable to continue payments in two or three months, the store has the choice of letting you keep the furniture and go to court for a judgment on the balance due. Or the store could repossess the furniture and sell it for what they could get. Therefore if they only get \$200 it is their loss and you cannot be held accountable (They are not allowed to repossess AND obtain a deficiency judgment)," Haler clarified.

The **Division of Credit Unions** is supervised by Robert M. Fox. This division receives few complaints from the public because the credit unions are not-for-profit and are set up to make loans and take deposits.

The division's duties are mostly administrative, for example, answering questions from credit union's about the type of insurance they can offer to their members at a certain price.

Garnishment of wages is allowable only by one creditor at a time and cannot exceed 25% of 'disposable income' for any week in excess of \$48.00. The UCCC also prohibits an employer from discharging an employee due to garnishment arising from a consumer sale, lease or loan.

Also the new 'three day cooling-off-period' provides substantial benefits by helping to curb one of the most abused areas of retail sales—home solicitation sales. This allows three business days for reconsideration of the contract and time to notify the seller if buyer wishes to cancel. People should check the contract paper and not sign if there are *blank spaces* or the *date* has been *pre-dated*.

Home solicitation sales would include magazines, encyclopedias, vacuum cleaners, pots and pans, etc. The other type of sales is that in which a security interest is taken in the buyer's real estate (home improvement sales like roofing, furnace, room addition, driveway construction, etc.).

Dick Burdge, the administrative assistant to the director, said "The best advice we can give as a general rule is to KNOW WHO YOU ARE DEALING WITH.

"Take the time to READ EVERY WORD so you'll know what you are signing. Don't worry if he happens to get impatient; it's *your* money, know where it's going.

"Look for more than the monthly charge . . . add it up. How much over the product cost are you paying? That's the INTEREST. Shop around. Another place of business may charge less interest though the product may cost the same.

"And unless all terms and promises are WRITTEN IN THE CONTRACT, don't be surprised if they are not complied with by the seller.

"If you have questions or a problem, contact our office and we will try to assist you."

REA

by Debbie Tower

Indiana's state rural development committee exists to assemble both the state and federal agencies that are empowered to assist rural area improvement and advancement. This mutual rural concern qualifies each agency for membership. Through their union as a committee, the offices are intended to function more harmoniously when counseling local leaders about specific community problems.

One member of the state committee is the **Rural Electrification Administration (REA)**, an agency of the U.S. Department of Agriculture (U.S.D.A.). *REA's representation on the committee voices the electric power and telephone needs of Indiana's small towns and rural areas.*

Like the Farmers Home Administration, REA is a lending agency of the U.S.D.A. Initially, when REA was created in the mid-1930's, it was authorized to make loans providing electric service to those people who live in rural (or nonmetropolitan) areas. Later, in 1949, an amendment to the Rural Electrification Act of 1936 empowered the REA also to make loans that facilitate telephone service in nonmetropolitan areas (towns with a population less than 1500). Since then, REA has continued loaning money (the amount annually specified by Congress) to rural areas for the betterment of electric and telephone services.

While determining the two percent interest rate on REA loans, Congress considered that rural families, like their urban counterparts, also require reliable services. But for rural systems to finance rural service and maintain a parity of rates, a lower interest rate is necessary. Additionally, Congress set the maximum repayment period for REA loans at 35 years.

In Indiana, there are 40 Rural Electric Membership Corporations (REMC) actively borrowing money from the REA for the purpose of distributing electric power to nonmetropolitan areas. By paying a membership fee, people who are served by these cooperatives also own them. A supplemental, concurrent lending project is now available to member systems through the National Rural Utilities Cooperative Finance Corporation (CFC). To become a member of the CFC, the REMC buys stock. That co-op then is eligible to borrow a portion, presently 20 percent, of the money it needs from the CFC, making more money available for rural electric construction. The remaining 80 percent is borrowed from the REA.

Hoosier co-ops vary in size. According to 1970 figures, the Morgan County REMC serves about 14,000 members, while the Newton REMC serves slightly over 1200 members.

The work force in the state's co-ops also displays wide range—from eight employees in one to 65 in another. In nearly every case, workers are drawn from that co-op's locality. Apart from the routine duties they perform, staff members must at times learn new skills. Now that a law has been passed requiring all men working on power lines to be within 15 minutes of first-aid, linemen are being trained in a three day course emergency medical care and treatment.

According to surveys conducted by REA, almost 4,100 commercial, industrial and community facility projects were assisted by REA borrowers during the 1960's. An estimated 186,000 jobs were directly created through these undertakings, while 120,000 more jobs resulted, indirectly. Local REMCs' assistance accounted for a portion of the state's industrial development.

Besides electric service for nonmetropolitan areas, REA attempts to provide the best telephone service that covers the widest area at the least cost. It does not, however, own or operate any exchanges.

Since rural telephone facilities were generally of poor quality in the late 1940's, REA's new telephone loans, first available in 1950, became a welcome source of credit for existing companies and nonprofit cooperatives. The second loan in the REA telephone program was made to the telephone company in New Lisbon, Indiana, in March, 1950.

Service is the primary goal of the REA, and loans are the means to insure rural areas of REA's attainment of that objective. REA wants to urbanize the rural communication systems and Indiana nonmetropolitan areas are co-operating. There are 28 active borrowers of telephone loans in rural areas in the state; ten of the exchanges are working to provide one party service on a line. The Wadesville co-operative, although it is the smallest Hoosier facility, serving 225 subscribers, was the first in Indiana to offer one and two party service through an REA loan. REA projects that by late 1973, 22 of the 28 Indiana borrowers will be providing private line service.

On May 9, 1971, the Rural Electrification Act was further amended to establish rural telephone banks to provide supplemental financing for rural telephone systems. Bank loans are made for the same purposes as those issued by REA under its regular program. The first telephone bank loans were made on January 21, 1972.

REA has seen the absence of adequate telephone and electric service in rural areas and is taking positive steps to improve those facilities.

No Industrial Growth

ADVANTAGES?

by Dan Manion

Director, Industrial Development Division

It's a great feeling when a new industry announces its plans to locate in one of the cities or towns in Indiana. And it is even more gratifying when an existing industry chooses to expand in its present location. Such decisions are almost always the climax of an enduring community effort to promote economic growth. Especially in the smaller towns, the participation of everyone—their attitude, their cooperation, their willingness to go out of their way to be attractive—every aspect of an individual's responsibility in filling his part in the total community spirit contributes to this success.

Yet this spirit is by no means universal. In some towns opposition to industrial growth goes beyond the stubbornness of a handful of dissidents. Occasionally we encounter a substantial cross section of a community who want to "keep it the way it is". Usually this reaction is spawned from misconceptions as to what a new industry really would mean. However, we don't see this government agency, the Industrial Development Division of the Department of Commerce, as a vehicle to force an unwanted condition on to some town. Thus, when the consensus of a community is *not* to have any industry, that decision is accepted by our staff.

Let's credit the position of not wanting new industry to come to town. We will proceed with the premise that retaining the *status quo* is a good thing. The question to those who "like it the way it is" might be "do you think you'll like it the way it's going to be?" To answer that, we should analyze why a community should *not* want any new industrial growth.

To begin with, blocking any industrial expansion would likely solve any potential population crisis. With no new jobs available, the young people will graduate from high school or college and will migrate to the big city or perhaps to another smaller town where new jobs are opening.

And this out-migration will create another "benefit". There will be fewer young families and thus fewer demands for new or better schools. This will be important since the property tax base that supports schools will not be expanded with new industry, but will instead continue to be levied on the community "just as it is". But with no growth, no new schools should be necessary anyway.

The same goes for streets. Less traffic should require less repair and reduced need for new roads. A new street or highway expansion is often prompted by increased traffic to and from a new or expanded plant. But with none projected for the future, this won't be a problem. Without the industry and resultantly the new people, there would be no new tax base to support the new roads anyway.

Another aspect in sending new industry elsewhere is not having to expand the water and sewage lines. This is always an expensive responsibility. A new industry may require an upgraded or new sewage treatment plant as well as an increased water supply. These improvements would be unnecessary without new industry.

Also, new industry generates more construction of houses for the new employees and small businesses to serve them. The new housing construction and the small business would also need employees, and this growth would surely move a community away from "the way it is now".

Other small advantages should also be touched on. Personal income would probably at best stay the same, so that there would be no problem with any of the neighbors trying to "get ahead". And the deposits in the local bank would stay at about the same level, thus guaranteeing a continuation of the friendly atmosphere and the sound limited-loan capacity which is based on no increase in the deposits.

Perhaps one of the most prized advantages of a community seeking the *status quo* is the leisure time that the local people have. Since unemployment is high, and since many of those who are working often are laid off, almost everyone has time to enjoy themselves—to fish, to hunt, or do whatever.

No tourists will invade the town and throw their money around; no congestion of traffic and new construction will plague a town this quiet. And since there is no demand for property, the owners won't have to worry about inflated assessments. This is the way it could be if you like your community and more than anything else "want it to stay that way."

However, if you want to grow—let us know.

ATTENTION, SMALL BUSINESS

Ninety-five percent of the businesses in this country are "small" businesses. This contrasts, however to small businesses' forty-four percent share of total business volume generated. It is, then, the goal of the **Small Business Administration** to maintain a balance between large and small business.

Originated by Congress in 1953, the Small Business Administration has established offices all over the United States. There are altogether ten regions; Indiana is in the fifth region, which is based in Chicago. All of Indiana constitutes one district within the region. Headquarters for the Indiana district are based in Indianapolis.

Generally, these guidelines are followed in determining exactly what a small business is and thus, who is eligible for the services of the S.B.A.: retail stores/yearly dollar volume between \$1 million and \$5 million; wholesale business/between \$5 million and \$15 million; manufacturing/between 250 and 1500 employees.

There are essentially four kinds of service offered by the S.B.A. Perhaps, the one that most readily comes to mind is *financial assistance*. The financial division does have the authority and ability to make direct loans up to a maximum of \$350,000 at an interest of $5\frac{1}{2}$ percent. However, the purpose of the S.B.A. is **not** to compete with banks, but to cooperate. Therefore, before a person can earn a direct S.B.A. loan he must first have applied and been turned down by two banks. If, at that point, he can satisfactorily show his credit, character, business experience, personal capital and repayment ability, then he is eligible for a direct S.B.A. loan. Everyone procuring a direct loan must also have proved 20 percent equity.

The way S.B.A. cooperates with banks is to insure 90 percent repayment to the bank should the borrower fall incapable of repayment on his own. By the way, the maximum interest banks may charge on an S.B.A. insured loan is $8\frac{1}{4}$ percent.

Indiana applicants for bank loans under S.B.A. warranty won bank assistance in 95 percent of the cases last year, as compared to 80 percent throughout the whole United States.

Other kinds of S.B.A. service include *loan administration, procurement and management assistance and community economic development*. The loan administration division does just that—keeps abreast and assists in clients' repayment of their loans to the bank.

The procurement and management assistance division primarily works with small business to win government contracts. Bill Miller, director of the Indiana district of S.B.A. says small businessmen are not yet fully aware that they, too, can compete for government projects. This division has been established to improve small businesses' participation in the bidding. Then, too, Congress has mandated that specific government con-

tracts be open exclusively to small business. This division also works with small business to bid for subcontracts released by big corporations. The management assistance half of this service conducts seminars with small businessmen on problems of marketing, accounting, product analysis, production methods, research and development.

The community economy division works directly with local community leaders to interest them in helping to establish more small enterprise in their area.

A *speakers bureau* travels consistently throughout the state explaining the general programs available through S.B.A. Also, through the local Chambers of Commerce (or local college or whatever organization can most easily cooperate) S.B.A. offers a ten-week course held in the evening. Rather than day-to-day operating activities, the courses deal with planning, organizing, directing, coordinating and controlling a business.

Another program offered by S.B.A. is called the *Minority Enterprise Program*. As the S.B.A. brochure stated, "In 1968, S.B.A. combined its efforts with those of private industry, banks, local communities and the federal government to substantially increase the number of minority-owned, operated and managed business." The emphasis of this minority program is to bridge the gap for minority peoples between business ownership and their management desire and aptitude. S.B.A. offers management courses and special loan conditions. "M.E. loans are processed under relaxed eligibility criteria, with emphasis on the applicant's character and his ability to repay the loan . . ."

The Small Business Administration offers countless opportunities for the individual who wants to engage in small business for himself. This article does not provide space for full explanation of those myriad opportunities. One sure way to get the specific and direct answer to any question—whether it concerns individual or joint venture, insurance or whatever—is to call or write:

U.S. Small Business Administration
Room 108
36 S. Pennsylvania Street
Indianapolis, Indiana 46204
317/633-7124

Loan specialists also make regular visits to all corners of the state. Here is their schedule for the remainder of this year's first quarter:

GARY—Kevin Jessup is the specialist. He will be there on March 1;
SOUTH BEND—Bill Foist/March 8;
FORT WAYNE—Robert Taylor/March 15;
EVANSVILLE—Charles McClain/March 2;
TERRE HAUTE—Charles McClain/March 21.

DO NOT HESITATE TO BECOME INFORMED.
YOUR INITIATIVE JUST COULD MEAN THE
DAWNING OF NEW OPPORTUNITY.



Bill Miller



COMMERCE AND INDIANA
Indiana Department of Commerce
336 State House, Indianapolis, Ind. 46204

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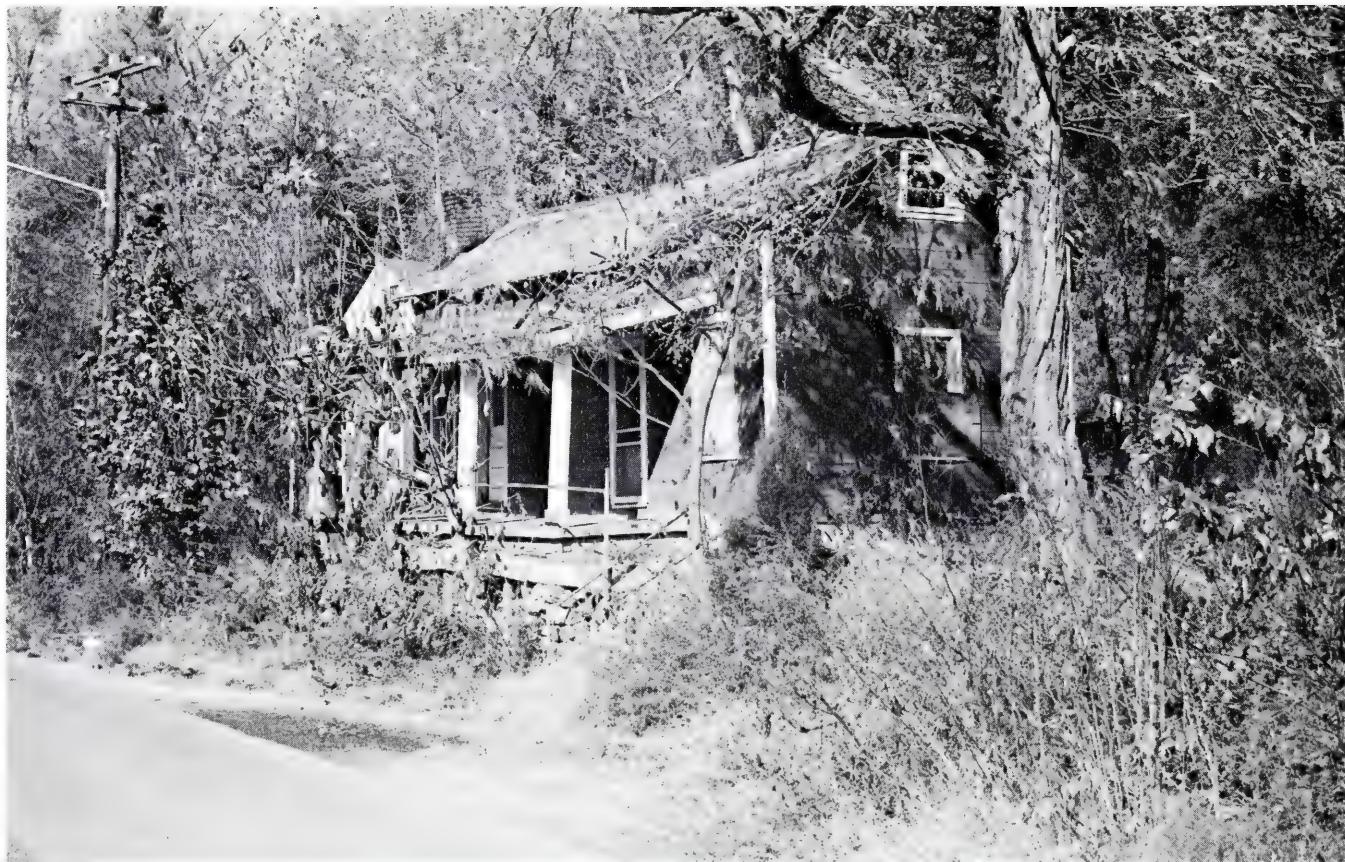
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Commerce and INDIANA

MARCH 1972

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COVER PHOTO

The insignia of the Industrial Development Division.

PHOTO THIS PAGE

An example of the rural situation. (See page 5)

INSIDE BACK COVER PHOTO

The "Indiana Consumer Government Information Handbook," second edition. Also the Calendar of Events for spring (both are free for the asking).

PHOTO CREDITS

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Photo on page 18 Soil Conservation Service
All Others Indiana Department of Commerce*

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Indiana Industrial Developments

Crellin Plastics in Frankfort

Crellin Plastics Corporation, a Chatham, New York-based firm, has selected Frankfort as the site of its new midwest plant. The 25,000 square foot facility, now under construction, is expected to be completed by May 1, 1972.

The Frankfort plant, located in the city's west industrial park, will produce plastic spools for the wire industry. Operations will require employment of roughly 50 to 60 people.

Crellin's expansion to Frankfort was based on the city's accessibility to the market area, the town's size and appearance, and cooperation the firm received from local citizens.

The Frankfort facility will service the midwest area. Two other Crellin plants are located in the East.

Capital Products in Kentland

Capital Products Corporation, a division of Ethyl Corpo-

ration, has begun construction of a new plant in Kentland. Operations are expected to begin by June 1, 1972.

The new 132,000 square foot facility will manufacture prime aluminum windows, patio doors, and aluminum extrusions. About 125 people will be employed at the plant.

Kentland was selected by Capital Products because of its geographical location to several of the firm's major customers.

McCord Corporation in Washington

The McCord Corporation's Heat Transfer Division recently began production in its new facility in Washington, Indiana. The plant is producing air conditioning condensers for Toyota and Datsun automobiles that are sold in the United States.

According to Robert A. Bowers, vice-president of the Washington operations, roughly 21,000 condensers will be manufactured during the 1972 fiscal year.

Sidney S. Kramer

New Department Executive Director

The new executive director of the Indiana Department of Commerce views his role as that of a catalyst with private enterprise and civic association in promoting the state's economic interests.

Former State Senator Sidney S. Kramer, an Evansville businessman, was named executive director by Lt. Gov. Richard E. Folz, on February 15. Kramer succeeds Van Barteau, Indianapolis, who resigned to return to law practice. Barteau will continue as a consultant to the department.

"The Indiana Department of Commerce has compiled an admirable record during the past three years in every phase of its responsibilities," Kramer comments. "I hope to contribute an added dimension to our efforts through a series of specific projects aimed at tying together government and private interests in five joint economic development programs."

"Moreover, the department has placed a high priority on regional action to get the most mileage out of common advantages and for the purpose of unified action to erase problems.



"This is especially helpful in regional tourism promotion and in seeking out needed transportation improvements."

Kramer was a state senator from 1966 to 1970 and was instrumental in early efforts to establish a port on the Ohio River and a jet airport in northwestern Indiana.

He is chairman of the state's Vocational Rehabilitation Commission and is a board member of the Lincoln Heritage Trail Commission. He has served as a member of the Education Commission of the States, the Governor's Youth Council, and the Mental Health Commission.

He has received many awards for his work in youth projects and was founder of a non-profit youth employment service.

"The Department of Commerce is an especially challenging agency of state government because it has the ability to exert a positive force upon the economic and cultural well-being of Indiana's citizens," Kramer said. "Lt. Gov. Folz and his talented staff have provided creative leadership in this regard and it is a personal pleasure for me to be associated with this effective team."

IDEAS ON RURAL REHABILITATION

by BILL WATT

Director, Public Information Division



As government tests new theories for pumping prosperity into rural America, the game plan keeps changing.

The decline of rural population, limited job opportunities, shortages of public facilities, the lack of transportation services and inadequate recreational and cultural amenities are problems that have been related many times before.

The whole issue embraces contradictory concepts. The debate is clouded by considerations of what some people would like to see happen in rural America contrasted against assessments by others of what is feasible.

However, some decisions now are being made which are setting the focus for rural rehabilitation efforts.

In his farm message to Congress on February 1, President Nixon said, although many rural areas "are being emptied of their people and their promise", in many cases, those who have left the countryside "have simply taken their problems with them."

The President said his recommendations represent a fundamentally new way of dealing with rural America.

He called for fewer restrictions on eligibility for federal programs, with state and local governments getting a far larger share of decision-making.

"Under our present system, a project that does not meet federal standards does not get funded," he said. "This means that the talents of local government officials, of leaders in the private sector, and of public-spirited citizens cannot be fully utilized. Almost all of the success stories that can be found in rural economic development have occurred because local officials and private leaders have

entered into a public-spirited partnership and have taken the initiative."

Nixon called for improved planning, formulated at state and local levels.

"Effective development does not require plans that can survive the scrutiny of Washington," he said. "Effective development requires plans that people believe in and will work to accomplish."

In framing development proposals, the President said the nation cannot overlook the elements which have been the mainstays of rural America in past years.

"We cannot build a stronger rural economy, for example, unless we also build a stronger agricultural economy," he stated. "While we must work to change the American countryside, we must never do so at the expense of those who produce our food and fiber. We must work to create a better life for American farmers even as we provide an expanded range of opportunities for those who are no longer needed on the farm."

The federal approach to solving rural ills could best be handled through a new department of community development, the President said, repeating a proposal he earlier had offered to Congress.

He called for consolidating existing aid programs into a \$1.1 billion-a-year rural revenue sharing program, with block grants distributed on a formula based upon the size of a state's rural population, rural per capita income, and volume of rural out-migration.

A rural development credit fund also was proposed. It would provide loans, loan insurance and loan guarantees to the states for up to 80 per cent of the cost of establishing or improving businesses which help create economic growth in rural areas. Loans could be used for development of community services and facilities, such as water systems, public works and industrial parks, in addition to the basic uses for gaining new business and industry.

About three-fourths of the actual loan money would be provided by private institutions, with the credit fund providing guarantees.

A funding level of \$1.3 billion was suggested for fiscal 1974. That total would include the existing Farmers Home Administration water and sewer program.

Some farm proposals the President had voiced earlier in the administration have been bogged down in Congress, in which a multitude of lawmakers have offered their own ideas.

Other levels of government and private interests have been exploring the rural situation.

The planning division of the Indiana Department of Commerce has eyed Hoosier rural trends and come up with several observations that confirm established lines of reasoning about what's wrong. It is also becoming apparent that the high level of economic interrelationships among all segments of American society complicates matters.

For example, recent efforts to pump new vitality into rural areas may have been offset by the adverse impact of recent shipping tie-ups. Farm leaders say Hoosier agriculture lost millions of dollars because of the inability to move grain out of Chicago area elevators for an extended period of time.

During the past three years, the Indiana Department of Commerce has been working to stimulate the role of agribusiness in foreign trade, both by convincing farm-related companies to seek out markets abroad and by providing information about the profit potential of farm exports.

Trade specialists now warn that some foreign markets may have been jeopardized for a period of years because of the strikes. The United States is by no means the only source for farm commodities and foreign buyers are sticklers about getting reliable delivery. The strike damaged the credibility of the U.S. farm export program. Moreover, to meet short-term needs during the strike period, some buyers turned to other sources. If they're satisfied with the performance of the new suppliers, they'll likely stick with them.

The state of Missouri undertook a study of young adults to determine why they left their home towns and under what circumstances they would be willing to remain in essentially rural areas.

The results found a very basic relationship between education and the tendency to leave home. Seventy-five per cent of college graduates no longer live in the community in which they attended high school. Among those with a high school education, or less, the outflow stood at 43 per cent.

The most important reason for abandoning home towns is job opportunities, the research team concluded, and that factor is closely tied to educational levels.

The occupational classification most likely to take a young adult away from a small town is "professional"—the category in which college training is almost universal. About 85 per cent of the survey respondents who were classed as professionals relocated in other communities.

Migrants were asked if they would return to home towns if they could get as good a job as they now hold. Half of them answered that they would not. *A majority in all education categories preferred to live in medium-sized towns.*

The report commented on the role of industrial development in keeping rural residents at home.

"It would appear that new manufacturing will provide new jobs for many of an area's citizens, possibly retain or return some high school graduates, but have very little impact on college graduates who grew up in the area or elsewhere. Obviously, enough new jobs from whatever source will result in community growth and indirectly provide opportunities which will appeal to and attract some college graduates."

One way of making essentially rural areas more attractive is by implementing what planners call a "growth center" strategy. Although much complex prose has been written about the subject, it boils down to a rather simple concept.

It is unlikely that a rural hamlet will be able to attract a new industry because few small communities can meet the development requirements of industry. However, a nearby medium-sized city frequently is in a position to bid for industrial expansion. **The planning division suggests that these medium-sized cities become the focal point of economic growth programs.**

They argue that a dollar spent in this type of situation will bring greater returns than will the same dollar dispersed in a variety of programs which individually have less hope for success.

Presumably, industrial growth in the city will provide jobs for rural residents within commuting distance. As the city gains population, it will offer more in the way of social, cultural and recreational facilities which could benefit outlying residents.

Increased prosperity in the "growth center" will have the effect of upgrading the overall economy of its hinterlands.

The planning division also advocates that planning in terms of "land use" be implemented on the local, regional, and state levels.

Indiana needs guidelines on functional development and utilization of land resources because land characteristics are tied to any plans for economic growth, it contends.

As one illustration, large parts of southern Indiana lack adequate supplies of ground water—a definite deterrent to industry. Tracts which can fulfill requirements for water supply should be identified and, in line with other considerations, be geared up for possible industrial use. This land use concept would be applied to reservoir development as well.

The character of the land puts limits on its suitability for residential construction or for new highway routes or airports.

In addition, other chunks of land need to be protected against encroachment because of their environmental or recreational value.

It is a complicated affair because there are so many factors involved and the whole question is sure to generate some disputes.

An economic survey of the state, taken by the department and Indiana University, proposes some revision in state programs designed to enhance the economy.

Several involve technical alterations to existing statutes to permit local governments, regional development groups, and private interests to better utilize the money-raising potential of economic growth projects.

Industry and Ecology

by Dan Manion

Director, Industrial Development Division



In the past few months, this column has been devoted to ideas and factors which hopefully will help Indiana communities become more attractive to new industry. We have discussed why such things as financing, community attitude, cooperation, site development, and utility expansion are important in industrial development. But there is another side to this picture. Perhaps it's time we recognize the service of industry in general, for in the past couple of years a great deal of abuse has been thrown its way in the name of ecology.

Ecology is now a household word referring to the study of organisms and their relationship to the environment. In this movement there are a number of experts and a much greater number of pseudo-experts, all of whom hopefully are sincere in their attempt to improve the environment and to preserve our natural resources.

Unfortunately, industry has been generally accused of ignoring pollution problems and being responsible for the bulk of them. There is no doubt that industry did play a part in causing the problem, and it must participate in a solution. But to point hysterically to industry as the only or even the major offender seems unfair.

To begin with, American industries are expensively involved in cleaning up the air, the water, and the landscape to the tune of about 18 billion dollars over the next few years. It takes time to improve, generally more time than is needed to destroy. Those who insist on a "solution NOW" are making no constructive effect on the pollution problem.

A solution can come only as soon as technology will allow and as people cooperate. But technology won't suddenly appear as a result of an anti-pollution demonstration or by way of some strict, government-imposed standard. Rather, technological advance is a time-consuming process of invention and research, encouraged by competition and profit as well as industry's regard for public policy. When we look at the whole picture, we find that industry isn't always the biggest polluter. It would seem the New York City anti-pollution demonstrators who left 18 tons of trash where normally one ton accumulates, or the community that allows raw or poorly treated sewage to flow into a river are at least as damaging as an industry that smokes or dumps too much.

A degradable soft drink bottle can may sound good, but it simply doesn't exist. A mandate for a total elimina-

tion of exhaust would be great, but there is no existing way to do it. We can ban the use of DDT, but as former Secretary of Commerce, Maurice Stans said in an article in the *Wall Street Journal*:

... In New Jersey, without DDT more than one million oak trees have been blighted and face destruction by the gypsy moth... Without DDT in India there would be 100 million cases of malaria each year instead of a few hundred thousand. In parts of the U.S., insects have made it increasingly difficult to grow lettuce, lima beans, sweet corn, and so on.

The Secretary went on to ask whether environmental dangers are so critical that thousands of productive people should be thrown out of work or whether communities must be put through the economic wringer to meet an immediate demand for a remedy to a problem that has been accumulating for years. And while we must reduce the pollution emissions of the automobile, shouldn't we also consider the achievement of the last decade when hydrocarbons and carbon monoxide in cars was reduced by 70-80%?

Let's back off a minute. Once all of the names are called by each side, then there has to be a compromise. That compromise is technology. New industry doesn't pollute anymore. No longer, if ever, are they looking for that remote area which would allow them any environmental abuse that some money saving operation may demand. They don't bribe a town with new jobs and new tax base in return for lax pollution standards. To the contrary.

Now an industry seeking a home lays out its own high standards of environmental hygiene and at the same time insists that its prospective location require that future industries observe these same restrictions. Only if a community has more than adequate sewage facilities to accommodate the new plant will it be considered as a possible location.

The problem is a long way from being solved. Smoke from a coal burning electric plant has been reduced, but is occasionally menacing. But we must have electricity! And the semi-treated sewage from a town is bad. But the sewage will continue to come. Should we close down the sewage plant or bankrupt the community? Such shortsighted vengeance only complicates the issue.

The panacea, if there is one, has to be in industry. Only industry's technology can discover the best and most economically feasible method to help clean itself up and hopefully to also help communities and consumers mend their polluting ways. Instead of receiving the brunt of the attack by the ecologists, industry should be looked up to as the architect for future growth of communities, facilities and products that will blend with the environment instead of colliding with it.

Airport Study Results



A state system of 91 modern public airports would place nearly all Hoosiers within 30 minutes driving time of an aviation facility and would keep pace with economic growth needs through 1990, the Indiana Department of Commerce reported.

Lt. Gov. Richard E. Folz Wednesday released a report, "The Indiana Airport System Plan," compiled by the department's division of planning for the Aeronautics

Commission. The report is part of an overall state transportation study which ties into a national transportation needs study.

An interim report, "Economic Development and General Aviation in Indiana," was prepared for the 1971 legislature.

The final report released Wednesday projects development of 31 new and modernization of 61 existing facilities by 1990. The interim report had forecast a need for 111 public airports by 1981.

Folz said the goal of the airport system plan is to provide Indiana with a safe and convenient air transport system that will augment the state's economic, social and recreational needs.

Based on current trends, the department forecast a massive increase in Indiana passenger enplanement during the next 20 years. Estimated enplanements in 1970 totaled 1.5 million. The volume will increase to 3.7 million by 1980 and to 10.2 million by 1990.

The report also quoted government and industry studies on the role of aviation in economic development. These studies suggest that major corporations will not establish plants in areas lacking adequate air services. They also note a continuing pattern of industrial decentralization but point out that industries are being dispersed along established transportation networks.

"Modern airports will provide a direct stimulus to economic development, especially in Indiana's small and

medium-sized cities," Folz said. "Fashioning this system is one element of the department's overall program to establish an economic balance between the state's rural and urban areas."

The report found widespread deficiencies in the existing airport system.

"Most airports have insufficient land for future expansion. Practically every future runway extension project will involve purchase of additional land," the report said.

"Nearly every airport in Indiana needs both longer and stronger runways. Fewer than one-half of all airports are capable of accommodating even the smaller aircraft of typical corporate fleets," it continued.

"Forty-one per cent of all airports are without paved runways. Few of these airports can be used by corporate aircraft. Even airports with paved runways and taxiways are facing serious problems because the high wheel-loading capacity of modern aircraft quickly damages runways that have inadequate sub-base and insufficient pavement thickness."

The report also commented that lighting, navigation aids and airport services needs upgrading at many airports.

The planning division put a \$182 million price tag on the 20-year program. Money would be spent for land acquisition, runway and taxiway improvements, navigation aids and lighting.

The report said the proposal exists only as theory until a financing system is implemented. At the present time, the state offers no financial aid for airport development. While the federal government distributes grants-in-aid on a 50-50 matching basis with localities, few can come up with their share.

The report suggested that use taxes should finance the major portion of the program but that earmarking general funds for airport development is justified because the general public derives considerable benefit from up-to-date airports.

For further details contact:

Department of Commerce
Division of Planning
Rm. 732, Illinois Bldg.
Indianapolis, Indiana 46204

Consumer Affairs and Consumer Protection

by Sonya Saunders

Director, Office of Consumer Affairs

Where do you go if you want consumer-related information or a speaker to discuss consumer information? Where do you go for advice or recourse on a consumer problem?

Since June 1970 the Office of Consumer Affairs, established by Lt. Gov. Richard E. Folz, has been providing Hoosiers with sources of information so they could make a knowledgeable decision in the market place.

Speakers from various state agencies in specific areas are available and scheduled through the office. Speeches concerning the activities on the state level in behalf of the consumer are also given.

An immediate goal of the office was to provide an inclusive reference of consumer-related offices and agencies within government. Too many people with inquiries or complaints just 'let things go' because they did not know where to go for advice. So an informative handbook of references for consumer problems was compiled. The purpose of the Consumer Government Handbook is "to attempt to keep the consumer informed of agencies which can be of assistance in successfully adjusting consumer-business differences."

The state, federal and independent agencies listed in the handbook offer consumer channels for action in matters involving merchants or businesses. These agencies exist to serve you, but the first step must be yours.

The agencies listed range from air pollution and barber examiners to tax commissioners and weights and measures. They are all there to help you.

The handbook names the steps to use when trying to solve a consumer problem. *Always try to solve your problems with the merchant or business firm before contacting one of the governmental offices and keep copies of all correspondence and originals of all contracts, receipts, etc. They are your proof.*

If your complaint remains unsolved, contact the correlating state agency for advice. A problem with unfair credit practices should be sent to the Department of Financial Institution, or a complaint about an insurance company should be referred to the Department of Insurance.

The federal agencies should be notified of your complaint but in most instances they cannot intervene unless it affects the masses and breaks a federal law.

Independent agencies like to be informed so they are aware of problem areas within their own industry or profession. This might also let them know where additional information is needed to correct conflicts.

Consumer Protection Division

The 1971 Indiana Legislature created the Consumer Protection Division in the Office of the Attorney

General Theodore L. Sendak. This division was given the authority to receive, review, investigate, mediate and resolve legitimate consumer complaints. In addition, the Attorney General was given the right seek court injunctions to prevent individuals and companies from further engaging in deceptive practices. In such a case, the court has the power to void contracts in full or in part.

From July 1971 through Dec. 31, the division has received 1,543 formal complaints. Verified recoveries for Hoosiers in money refunds for the six months is \$20,496.43. No figures have been set on the value of the hundreds of complaints that were worked out to the consumers' satisfaction without any refund being necessary, that is, the hundreds who received product replacements or adjustment of services as a result of letters from the Attorney General's office.

The areas most widely complained about include mail-order, home remodeling-improvements, new and used cars sales, private schools and the sale and service of home appliances, tools and furniture.

Legitimate consumer complaints should be channeled thusly:

- if a crime may have been committed, contact your county prosecuting attorney;
- Always try to settle the complaint by contacting the merchant, his superiors, or the company;
- if unsuccessful, it is suggested you seek help from your local sources of assistance such as a Better Business Bureau, Chamber of Commerce, Merchants' Association, County Extension Agent, etc.;
- if you receive no relief, or choose not to work through the local sources, send your written complaint with supporting documents to:

Theodore L. Sendak,
Attorney General of Indiana
Consumer Protection Division
219 State House
Indianapolis, Indiana 46204

And do not forget the revised second edition of the Consumer Government Information Handbook is now available 'free' upon request. Bulk orders will be appreciated for groups, unions, classrooms, organizations, etc. You may not need the handbook today but you may tomorrow so have one on hand for future reference. And if you need any information or speakers just write:

Office of Consumer Affairs
Department of Commerce
336 State House
Indianapolis, Ind. 46204



The artist is Ann Timberman, art teacher at Lawrence Central High School, Indianapolis

I

*A thesaurus of love
Has been written because of you;
A centrifugal flow of thanks
Has been endowed to you;
The breath of virginal spontaneity
Has emanated from you.*

*How precious and necessary
You are!*

II

*You, the renaissance of feeling
innocent
free
smiling
unreeling,
at once quiet and raging.*

*You, the sweet fragrance of nature
blushing the spirit of pure freshness
and
weaving positive commitment into life's pulse;
YOU are the time for new resolutions.*

III

*A Dawning
that spins
new realizations
from yesterday's hope,
that bathes
the spirit
in renewed aspiration,
that washes
winter's faces
in sunshine,
that sprinkles
the flowers and trees
the sky and breeze
with intuitive radiance,
that sweetens
every day
with indolence
measured
to make perfectly
the assurance that
indeed
everything is O.K.*

IV

Spring. I love you.

Our Intangible Exports

by Richard N. Farmer

Chairman of the Department of International Business Administration, Indiana University, Bloomington

William E. Renforth

Doctoral candidate in the Graduate School of Business, Indiana University, Bloomington

When we talk about Indiana exports to foreign countries, we usually mention physical products. Steel, transportation equipment, agricultural products, machinery, and similar items are carefully tracked in foreign trade, and our state government has surveyed the volume of such trade.¹ Exports mean jobs and profits for Indiana citizens.

Another category of exports is not as tangible. Items such as transportation, insurance, and professional services also are sold to foreigners, and in a nation's balance of payments statement these invisibles are treated separately. They have not been measured for Indiana, but it is likely that Indiana's exports of such items are not large.

We do have, however, one major intangible export that is worth considering. There are presently about 3,500 foreign students studying in Indiana colleges, and these students are buying an Indiana service with foreign currencies. Actually, they buy many goods and services when they pay their tuition fees, rent apartments or dormitory rooms, and purchase food. These purchases, although made here in the state, could be considered as an export, since conceptually there is little difference between the export of machinery valued at \$1 million and payments by foreign students of \$1 million for educational services. In both cases Indiana organizations hire people to do a job, buy goods and services from other firms, and earn income from such sales. In both cases the American economy gains foreign currencies for the work.

It is possible to make rough estimates of how much is earned from the sale of educational services to foreign students. The purpose of this paper is to make such estimates for the 3,500 foreign students and their families currently located in Indiana.

The Export Pattern

Table 1 shows the distribution of foreign students at various Indiana colleges. As might be expected, they are

concentrated in the major institutions, but virtually every college has some students from abroad. Most are graduate students, since it is common for foreign students to obtain their undergraduate degrees at home and go abroad only for graduate training.

Several studies have been made about foreign student expenditure patterns at Indiana University, and data about the number of foreign students who have wives and families with them are available. From these studies, it is possible to estimate the total expenditure patterns for all foreign students in Indiana. Table 2 shows this pattern and the total estimated expenditures of the students. The state receives about \$17.6 million per year from having foreign students within its boundaries. Of this total, 12 percent, or \$2 million, is provided by the federal government through AID scholarships and other means of support. This amount does not represent foreign exchange earnings, although this income would not accrue to Hoosiers unless foreign students were attracted to Indiana colleges. It is a state gain from the excellent higher education it offers.

The foreign student "export" sales figure makes this industry the fourteenth largest exporter in Indiana. (Table 3 shows the pattern of exports from the state.) The sales of services and related items to foreign students are greater than the export of such well-known items as rubber and plastic products, lumber, soybean oil, and paper. Conservatively, estimating that each \$10,000 of sales generates one job, about 1,700 Hoosiers are working because foreign students are studying here. About one job in ten in Indiana is generated through foreign trade; foreign students add a few more jobs to this total.

Further Gains

About 10 percent of the foreign students attending Indiana institutions stay in Indiana after graduation and find employment here. Because most of them have graduate-level qualifications in fields such as teaching, medicine, engineering, management, and science, they tend to enter well-paying and highly productive fields. Foreign countries complain bitterly about the brain drain from their countries, but Indiana, among other American states, tends

¹See, for example, Kichiro Hayashi, *Basic Data Study on Exports of Indiana's Manufacturing Industry* (Indianapolis: Indiana Department of Commerce, 1969).

TABLE 1
Indiana Foreign Student Enrollment, 1968-69

College (city)	Undergraduate	Graduate	Other	Total
Anderson College (Anderson)	27	2	1	30
Ball State University (Muncie)	40	61	3	104
Bethel College (Mishawaka)	—	—	—	—
Butler University (Indianapolis)	4	1	—	5
Capuchin Seminary of St. Mary (Crown Point)	5	—	1	6
Christian Theological Seminary (Indianapolis)	1	10	1	12
Concordia Senior College (Ft. Wayne)	15	—	—	15
Crosier House of Studies (Ft. Wayne)	—	—	—	—
DePauw University (Greencastle)	23	6	5	34
Earlham College (Richmond)	11	1	1	13
Ft. Wayne Bible College (Ft. Wayne)	3	—	—	3
Franklin College (Franklin)	9	—	—	9
Goshen College (Goshen)	51	2	1	54
Grace Theological Seminary and College (Winona Lake)	2	6	—	8
Hanover College (Hanover)	11	—	—	11
Holy Cross Jr. College (Notre Dame)	1	—	—	1
Huntington College (Huntington)	14	—	—	14
Indiana Central College (Indianapolis)	7	—	—	7
Indiana Institute of Technology (Ft. Wayne)	153	1	2	156
Indiana State University (Terre Haute)	50	30	4	84
Indiana University (Bloomington)	293	849	50	1,192
International Jr. College (Ft. Wayne)	3	—	—	3
Lain Technical Institute (Indianapolis)	2	—	—	2
Lincoln Chiropractic College (Indianapolis)	7	—	—	7
Manchester College (North Manchester)	5	—	1	6
Marian College (Indianapolis)	18	—	—	18
Marion College (Marion)	11	—	1	12
Mennonite Biblical Seminary (Elkhart)	—	17	4	21
Methodist Hospital School of Nursing and Medical Technology (Indianapolis)	1	—	—	1
Northwood Institute (West Baden)	26	6	—	32
Oakland City College (Oakland City)	1	—	—	1
Purdue University (Lafayette)	148	595	14	757
Rose-Hulman Institute of Technology (Terre Haute)	13	8	—	21
St. Francis College (Ft. Wayne)	13	12	5	30
St. Joseph's College (East Chicago)	—	—	—	—
(Rensselaer)	9	—	—	9
St. Mary-of-the-Woods College (St. Mary-of-the-Woods)	—	—	—	—
St. Mary's College (Notre Dame)	13	—	1	14
Taylor University (Upland)	10	1	—	11
Tri-State College (Angola)	131	—	3	134
University of Evansville (Evansville)	20	1	3	24
University of Notre Dame (Notre Dame)	84	203	7	294
Valparaiso Technical Institute (Valparaiso)	2	—	—	2
Valparaiso University (Valparaiso)	10	—	3	13
Vincennes University (Vincennes)	22	—	—	22
Wabash College (Crawfordsville)	9	—	1	10
Total Indiana	1,279	1,812	112	3,203

to gain considerably from such emigration. It is impossible to put a cash value on this *brain gain*, but we do know that Indiana obtains workers who are skilled and intelligent. The value of the state's human resources is thus increased.

There is another gain that we educators know very well. Since our graduate schools have strict entry requirements and since virtually all class work is conducted in English, foreign students have to be unusually qualified and hard working to be admitted and to complete their programs successfully. Such people tend to be quiet, diligent students. In addition, they also serve as "instructors" in the classroom. Many Hoosier students who have never been abroad have obtained an excellent education from listening to these foreign men and women discuss many issues from an alien point of view. Americans can be provincial, but

foreign students in the classroom help to broaden our horizons. In 1943 Wendell Willkie noted that one world was upon us and that we could no longer hide behind our not-so-distant frontiers.²

In our classes in international business, discussions may include a Catholic priest from Ghana, a Greek promoter, a Taiwanese girl, or an English scholar. For a few minutes, we are not in southern Indiana, but right in the middle of the rest of the world. We, and all our American students, are better off as a result. No one knows what this experience is worth, but it can be more important than all the dollar income generated by our foreign visitors. For a moment or two, we really are a part of one world, just as Willkie said we would be. Indiana is a lot richer than it realizes.

TABLE 2

Foreign Student Spending in Indiana,
Academic Year 1969-70 (3,453 Students)*

Academic year expense

Fee†	@ \$1,500	\$ 5,179,500
Room	@ 550	1,899,150
Board	@ 750	2,589,750
Books and supplies	@ 200	690,600
Incidentals	@ 600	2,071,800
Special fees		97,000
Total		\$12,527,800
Summer expenses	@ \$1,000	\$ 3,453,000
Wife expenses‡		
863 wives	@ \$1,700	\$ 1,467,100
Child expenses		
242 children	@ \$ 750	\$ 181,500
Total expenses		\$17,629,400

*The number of foreign students includes all those enrolled in all Indiana colleges, both public and private. Approximately 12 percent of the total foreign student expenditures are obtained as the result of financial support from the U.S. government or private organizations. This amount, of course, is not a positive inflow for the U.S. balance of payments, but it does represent a source of inflow into Indiana that would not occur if the students did not attend Indiana institutions.

†Fees are calculated on the basis of \$1,500 per student, the basic rate for out-of-state, full-time graduate students at Indiana University. When the actual fees are different—due to undergraduate status, enrollment in less than a full load, attendance at a school with a higher or lower fee schedule than Indiana University, or enrollment in a special program (law or medicine)—the total differential is allocated to special fees.

‡Based on Indiana University statistics, 25 percent of the foreign students are married and have their nonstudent spouses living with them. Likewise, it is estimated that the number of children accompanying their parents amounts to 7 percent of the total foreign student population.

TABLE 3

Distribution of Estimated Indiana Exports, 1969

Export Category	Amount*
Manufactured Products	
\$50 million and over†	
Transportation equipment	\$339.5
Nonelectrical machinery	183.2
Electrical machinery	113.5
Food and kindred products	96.3
Primary metals industries	58.9
Subtotal	\$791.4
\$10-50 million†	
Fabricated metals industry	\$ 45.6
Chemicals and allied products	40.0
Instrument and related products	19.1
Foreign students	17.6
Ordnance and miscellaneous	17.0
Rubber and plastic products	14.6
Lumber and wood products	10.6
Subtotal	\$164.5
Under \$10 million†	
Stone, clay, and glass products	\$ 5.7
Paper and allied products	4.6
Printing and publishing	3.0
Furniture and fixtures	3.0
Apparel and related products	2.6
Textile mills products	0.7
Leather and leather products	0.5
Subtotal	\$ 20.1
Total Manufactured Products	\$976.0
Agricultural Commodities	
Soybeans	\$100.4
Feed grains	92.7
Protein meal	29.7
Wheat and flour	20.8
Soybean oil	13.0
Others	48.4
Total agricultural exports	\$304.5
Total exports	\$1,280.5

*Amount in millions of dollars.

†SIC industry groups.

Source: Indiana Department of Commerce and Economic Research Division, Indianapolis, Ind.

²Wendell L. Willkie, *One World* (New York: Simon and Schuster, Inc., 1943).

Conner Prairie:

To Relive To Remake To Revive



by Paul Barada

Over the years it seems people have come to think of the prairie as a vanishing existence. But just north of Indianapolis "the prairie" has not vanished. To the contrary, it's growing.

Programs are now underway to develop further the 1400 acres known as the **Conner Prairie Pioneer Settlement**. Of this total, approximately 194 acres are being devoted to prairie land, just as William Conner must have seen it during the early part of the nineteenth century.

Already a well known tourist attraction and center for historical research, Conner Prairie is currently engaged in a three year program to expand the existing facilities from 10 to 30 buildings; each represents specific aspects characteristic of the various life styles in pioneer Indiana.

Conner Prairie, which was opened on a limited basis in 1964, is the result of a generous gift to Earlham College by Eli Lilly, grandson of the founder of Eli Lilly & Co. The land which is now being developed was purchased by Lilly in 1934, and for many years was the site of his summer house, called "The Chinese House."

The purpose of the Conner Prairie Pioneer Settlement is to preserve history—*to relive, to remake, to revive* the history of Indiana and the old Northwest territory on a scale unknown in the Midwest. As Myron Vourax, director of the settlement stated in a recent newspaper interview, "We don't want to be merely the stewards of early artifacts, but re-creators of a way of life. To really experience history, a visitor to a development like ours



The top picture is the William Conner home. Built in 1823 the home overlooks a 200 acre prairie.



The center picture features a portrait of William Conner (1777-1885) which hangs in the Conner home.



The bottom picture shows restoration in progress. One of the cabins that is being constructed on the grounds at Conner Prairie.

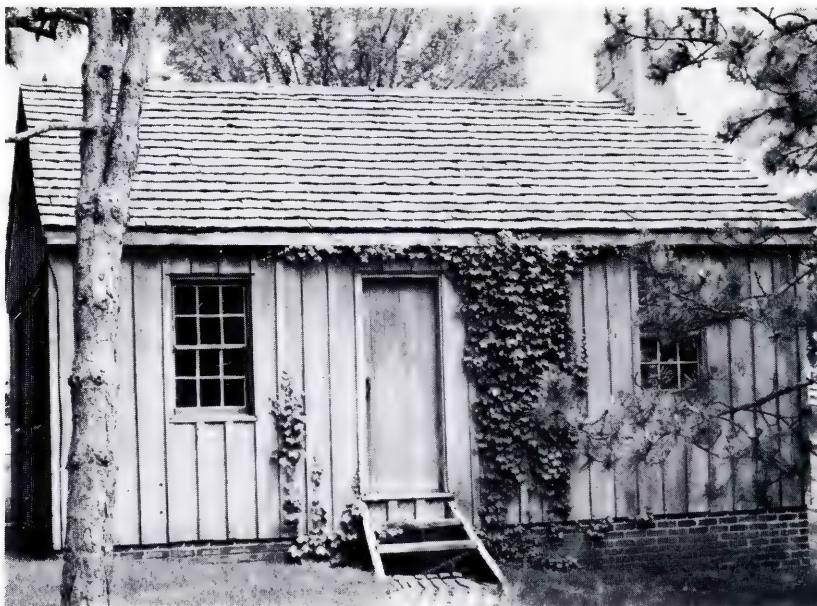
must be exposed to the period with all his senses." This means hearing the sounds from an early blacksmith shop, feeling the rough hewn logs that were used to make a wagon bridge, smelling the odors from the cider mill, and looking at the authentic furnishings in William Conner's 1823 mansion.

The rustic setting of Conner Prairie characterizes the rigorous, rugged pioneer life. As Vourax points out, "We are extremely fortunate to have such an ideal location for the settlement. Not only are we situated on historical ground, but the land surrounding us has been developed effectively." This means that there isn't much land left for the hot dog vendor and the souvenir stand. "That's just the way we want it," Vourax continued. "Too many other valuable historical sites have already been lost to the huckster and the speculator."

Under the guidance of Earlham College and Vourax, Conner Prairie is gaining greater significance than just another tourist attraction. According to Ransom Lindsey, educational curator of Conner Prairie, "When we get underway, the fellow pounding the anvil in the blacksmith shop may be working for his master's degree." With an emphasis on authenticity, Conner Prairie is becoming not only a spot for sightseers, but a valuable resource for scholars and historians.

The outline for Conner Prairie includes some new concepts for other historical restoration. One of the most refreshing ideas is the plan for a "parking garden." Instead of leveling a patch of woods for an asphalt parking lot, plans call for the selective removal of only 10% of the trees in the parking area. Small parking areas throughout the patch of woods will be asphalted to accommodate visitors. From a short distance away the parking area will not even be visible, thus avoiding the shopping center look.

From the parking garden to the complex visitors will follow not asphalt or concrete walkways but dirt paths, just as early pioneers did. Once in the complex, visitors will have the opportunity to experience unique aspects of life in early Indiana. Again quoting Myron Vourax, "People get the impression that everybody in early Indiana lived in a mansion like William Conner's. Many people of that period never had more than a crude log cabin;



The Conner Loom House. Such buildings housed the first industries in central Indiana.

some had frame houses, and even fewer had large houses resembling William Conner's." This element of the pioneer socio-economic structure will be accurately portrayed in Conner Prairie. There will be examples that invite visitors' comparison between the kind of life that went on in one district and that which constituted a separate part of the settlement. For example, in one section of the settlement will be a replica of a crude log cabin and in another part of the complex will be examples of how more prosperous pioneers lived. Conner Prairie shows what trades these pioneers practiced and how successful men like William Conner lived and worked.

In addition, visitors will also see how each of these economic levels were interrelated: how the poor settler traded his furs and crops to the cabinet maker for a table and some chairs, how the cabinet maker sold his goods to the large landowners; in other words, how all levels of pioneer society had to depend on the others to get along.

Conner Prairie tells the importance of transportation to the early Hoosiers. Visitors will be able to take a ride along the edge of the prairie in an authentic Conestoga wagon

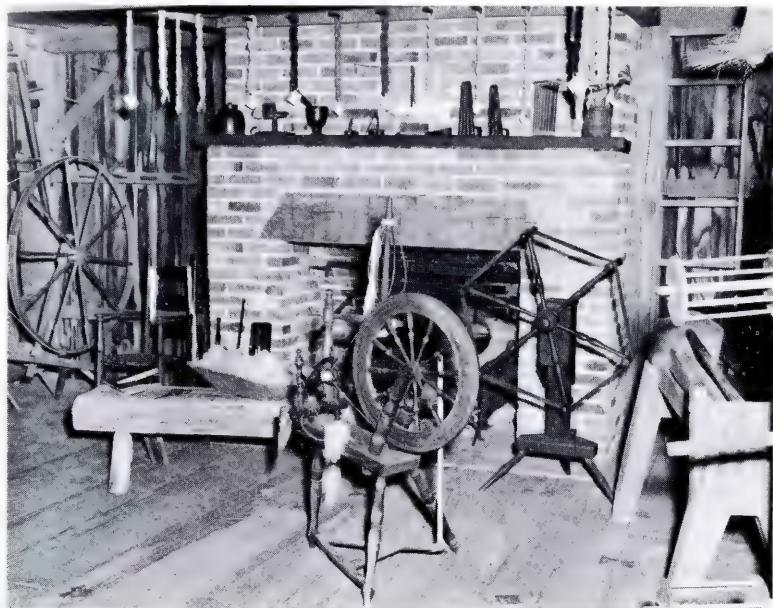
to a settler's landing on the banks of the Wapihani River. (Today the Wapihani is known as the White River.) This area will contain a trading post, trappers' cabins and other structures appropriate to the time. From the landing, visitors will be able to take a flatboat ride down the White River.

Other activities recreated at Conner Prairie will include barrel-making, weaving, and various other crafts that were necessary to pioneer life. A local doctor's office and early school house are being constructed in the complex. Plans also call for the return of live buffalo to the settlement.

The restoration program is progressing and steadily generating interest and support. Some have even donated authentic cabins that they have on their property. Vourax isn't taking this kind of generosity lightly either. If the cost isn't prohibitive, he plans to use a helicopter to fly in these gifts.

When it's finished, it's been projected that *Conner Prairie will be the only major restoration of its kind in the Midwest and one of the few "living" historical sites in the country.*

Interior of the Conner Loom House.



Soil Conservation Service

by Debbie Tower

Indiana's state rural development committee is comprised of federal and state agencies whose joint concern is improving rural, or nonmetropolitan, areas. Of those six federal agencies, one working directly with local farmers and landowners is the *Soil Conservation Service (SCS)*.

In 1935, Congress created the SCS as an agency of the U.S. Department of Agriculture (U.S.D.A.). On a national scale, SCS is responsible for planning and executing programs designed to conserve soil and water resources. For its purposes, conservation means the wise use of natural resources, in other words, using every acre of land according to its capabilities and treating every acre according to its needs.

Through either technical assistance or literature, the SCS strives to reach 100% of Indiana's rural and urban citizens. Those SCS services require the talents, some highly specialized, of a Hoosier work force exceeding 350.

Local landowners are continually receiving professional advice and co-operation through various SCS programs.

Perhaps the most widely used method of assistance is the conservation operations programs. Each Indiana county, except Tipton, is designated as a soil and water conservation district (S.W.C.D., a legal subdivision of state government). Five local supervisors administer each district. Of these three are elected and two are appointed. They are landowners or operators within the county. District supervisors work voluntarily; they receive no financial payment for their services. An S.W.C.D. is assisted by a district conservationist (SCS employee) who, in turn, reports to his respective area conservationist (A.C.). (The state is divided into seven SCS areas with one A.C. in charge of an area. All A.C.s are responsible to the state conservationist who works out of the headquarters office in Indianapolis.)

District conservationists are normally specialists in a particular field; many are agronomists, botanists, biologists, geologists. All are college graduates. But because they are serving an entire county, district conservationists must become experts in several fields, a kind of "jack of all trades," ready to make suggestions based from a broad scientific background.

Individual landowners seek SCS assistance by contacting district conservationists. They present their land and water problems, and it is the district conservationist's job to point out alternate solutions. Landowners select the suggested plan they most prefer and set their own time for its execution. Records are kept by the district conservationists of such decisions and of the items to be accomplished in the project. Those records become part of that landowner's over-all conservation plan.

The next step is for an SCS technician to give specific advice about the proposed project (which may be laying out waterways, water supply, contour cultivation, rotations). Once planning is finalized, the landowner may apply to the Agricultural Stabilization & Conservation Service (ASCS) for financial assistance or to the Farmers Home Administration (FHA) for a loan to help him defray construction costs. Then the landowner hires a contractor and SCS will help lay out the practice, supervise construction, and certify to the subsidizing or lending agency that it is constructed according to specifications.

In many Indiana counties, there is a soil scientist who makes an inventory of soils and their capabilities. Such soil surveys are made for each county in co-operation with the Purdue University Agricultural Experiment Station. In depth research compiles a publication explaining and listing descriptions, formations, and classifications of soil, uses and management of the soil, and general information about the county. The booklet also contains a soil map on aerial photographs for the entire county.



Thomas Evans
State Conservationist

A third SCS program is the resource conservation and development (RC&D) project. In most cases, RC&D projects involve more than one county. Their purpose is "speeding up resource programs in multiple-county areas as a base for town-and-country economic development . . . SCS is responsible for helping local sponsors of the rural-urban projects and for helping to coordinate the assistance of other federal and state agencies to meet project objectives."

There are two Indiana RC&D projects in operation, Lincoln Hills and Historic Hoosier Hills. Additionally, there are two potential RC&D projects: 4 Rivers, which includes nine counties in southwestern Indiana, and Sycamore Trails, which covers seven western counties just north of those in the 4 Rivers project.

The SCS programs mentioned give some representative idea about assistance SCS is able to provide rural and urban areas. More projects, among them, watersheds and river basin investigations, are supervised through the SCS. But it is local landowners who must initially request the professional guidance that SCS is authorized to give.

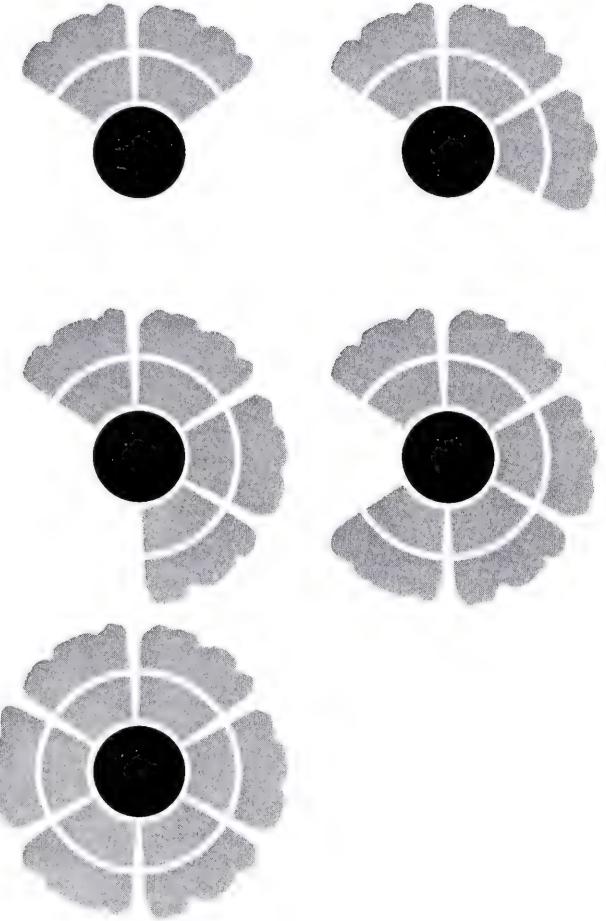
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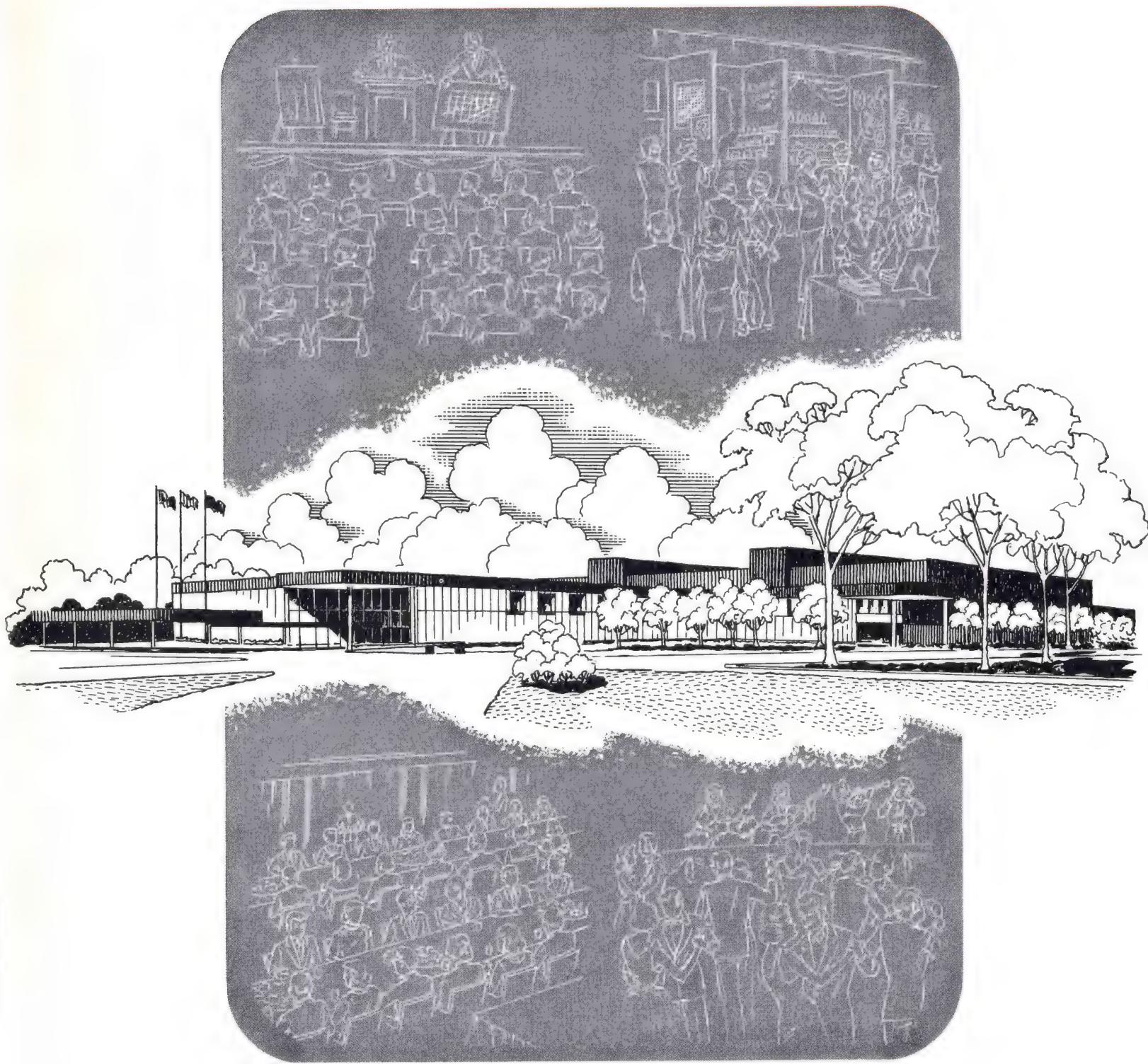
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The Indiana Convention – Exposition Center



Commerce and INDIANA

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COVER PHOTO

The Indiana Convention-Exposition Center.

PHOTO THIS PAGE

John E. Maxwell (right), vice president of sales of Ransburg Electro-Coating Corp., is shown receiving the esteemed "E Star" Award for excellence in international marketing. Undersecretary of Commerce Harold Scott (left) presented the award.

INSIDE BACK COVER PHOTO

Our latest publication (available, free upon request).

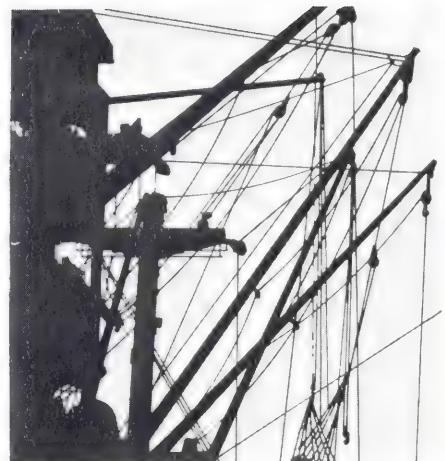
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*Photos on page 6 Ransburg Electric
Photos on pages 8, 9 Culver Educational Foundation
All Others Indiana Department of Commerce*

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INDIANA PORT DEVELOPMENT



by **BILL WATT**

Director, Division of Public Information

Indiana's development of its water transportation potential gathered momentum with recent announcements that a lease has been signed for a general cargo facility at the Port of Indiana and that ground will be broken in early autumn for the state's Ohio River port.

In mid-March, Governor Whitcomb and the Indiana Port Commission announced that a 56,000 square-foot transit warehouse, nearing completion, has been leased for general cargo handling. The agreement covers two nearby ship berths and about six acres of paved outside storage area as well.

The company, Tri-State Terminals Inc., forecasts a

volume of annual business at 400,000 tons a year and says it hopes to reach that level of activity during the 1973 shipping season.

Whitcomb quoted figures which estimate that every ton of general cargo handled at the Port of Indiana will generate \$20 to the port, local businessmen, workers and transportation companies. Terminal company officials predicted that utilization of the facility could generate 200-300 new jobs at or near the port.

Port Commission officials commented that the cargo center represents a major step in diversification at Burns Harbor. They have always contended that success in general cargo operations would be an important element if the port is to become a major transportation center.

They added that one indication of shipping industry interest was the fact that they had no trouble securing a lessee for the warehouse complex.

Joseph N. Thomas, the commission chairman, said negotiations for other leases at the port site are near conclusion in several instances.

The commission's annual report relates that 1971 wasn't as good a year for the Port of Indiana as it earlier had predicted, primarily because a jurisdictional dispute between two labor unions severely curtailed foreign flag shipments for the season. Foreign vessels attempting to enter the port were barred by union pickets, the annual report said.

Furthermore, the shipping season was well advanced before the commission was able to obtain full customs service at the port.

The port handled 14 self-unloader ships, 73 barges and 2 foreign vessels during 1971. Traffic volume was up by 28 per cent over that of 1970.

Development activities continued with completion of five marginal ship berths and a special berth for mooring self-unloader ships.

Connections to nearby highways were improved and work progressed on a waste disposal plant. The disposal project is now virtually complete.

Thomas also said that formal groundbreaking ceremonies at the Ohio River port near Mt. Vernon will be scheduled for late summer or early autumn. The commission is almost ready to acquire some land at the port location and plans to take steps to begin construction of several mooring piers in the river.

These developments underscore Indiana's efforts toward fashioning a modern water transportation system to augment its flow of exports. The state currently ranks 11th in the nation in foreign trade.

The Indiana Department of Commerce released an export transportation study a few months ago. It speaks of river port utilization in exceptionally positive terms.

The survey, conducted by the Indiana University Graduate School of Business, analyzed export traffic in Indiana. It asked Indiana companies involved in foreign sales to state preferences for types of transportation.

An analysis of the findings showed that motor carrier transportation is by far the preferred mode, outranking rail service by four to one and air or water transportation by higher than eight to one.

However, rail lines carry nearly half the export traffic, since rail and water are the best means to carry bulk items that are relatively low in value. Trucks and aircraft, on

the other hand, are used for moving more valuable cargoes or shipments which require specialized handling.

The report said that raw materials tend to be shipped by rail, although components and unfinished products are hauled both by rail and highway systems. Finished products are usually transported by truck.

Water transportation is looming ever larger in the export pattern, even though the lion's share of goods bound for Atlantic Coast ports moves by rail, not the St. Lawrence Seaway.

Tonnage in the Great Lakes-St. Lawrence Seaway system has increased fivefold since the seaway was inaugurated and seaway backers say there is solid evidence that the waterway has boosted economic development.

There are problems, however. The report suggested that the seaway will need to undergo modernization in order to handle giant cargo vessels now coming into use. In addition, the fact that the Great Lakes system is choked by ice for several months each year detracts from its economic potential.

The report said it is difficult to pinpoint the present volume of traffic on the Ohio River. The Port Commission estimates that shipment of both domestic and export goods amounts to about 150 million tons a year.

Channel deepening and the use of new barge handling techniques is substantially improving prospects of the Ohio River becoming a major artery of international commerce.

According to the report, current channel deepening projects involve construction of 19 new and larger locks to replace the current labyrinth of 53. In the process, the channel will be deepened to a minimum of 12 feet.

These developments—cutting transit time through fewer locks and increasing the size of loads barges may carry—makes the river more competitive with other modes of transportation.

Perhaps the most significant technological innovations center on "SeeBee" barge ships. These ocean liners each carry 38 barges loaded with up to 1,200 containers. The SeeBees have self-loading elevators at the stern and are able to deposit a loaded barge into the river or haul it out.

This system means that coastal harbors need be only deep enough to accommodate river barges, rather than deep-draft cargo ships. Cargo handling facilities won't have to be as extensive since the already-loaded barges don't need the service.

By eliminating most cargo handling steps, the new method will reduce the most expensive item in water shipment.

When the Ohio River port is completed, an Indiana exporter will be able to move products in containers by rail or truck to the facility, then load them on barges. Transit to a Gulf port can be completed in about six days and the transfer to a SeeBee requires only a few hours.

Although the time involved in using an inland waterway is greater than alternatives such as direct motor service to the East Coast, there are significant cost benefits.

The study said that barge rates average at one-third of rail rates and about one-tenth of motor carrier rates.

"It seems reasonable that there may be enough of a cost advantage through barging Indiana products in containers to the Gulf for continuation abroad on board a SeeBee barge-carrying containership to not only expand the market for present exporters but to open markets for some potential exporters who need only a small transport cost reduction to become competitive in international trade," the report summarized.

RANSBURG ELECTRIC

Wins

“E STAR” AWARD

Ransburg Electro-Coating Corporation of Indianapolis has been awarded the highest distinction in exporting by President Richard Nixon. The “E Star” Award, given for outstanding contribution in exporting, was received by Ransburg vice president of sales, John E. Maxwell, in Chicago on March 2 at the 35th Mid-America World Trade Conference. Under-secretary of Commerce, Harold Scott, presented the award amidst more than 1200 export experts.

The “E Star” Award winners are determined according to such criteria as:

- substantial increase in volume of exports on a sustained basis;
- successful introduction of a new product into U.S. export trade;
- development of a market abroad for an existing product not previously exported;
- breakthrough in a market where competitive conditions are extremely difficult;
- opening a new trade area previously closed to U.S. companies.

Vice President Maxwell cites the following points which have made Ransburg a superior performer in foreign marketing activities.

“Our foreign distributors have been carefully selected through on-the-spot investigation during personal visits. Also, securing advice from our ultimate equipment users has been a valuable tool in selecting the best distributors available. After selection, the new distributors either send a man for training to Indianapolis, or we send a training specialist to their country to train them in the techniques of proper selling, installation, and servicing of our equipment. Good service is the most important tool for our future sales.

We are very demanding toward our distributors for good service.”

Maxwell continued, “During the last few years a multitude of small competitors have come into the business in many countries. We have met their lower prices with better service, training of our customers, and quality equipment. We have purposely employed multi-lingual personnel. Among our employees we have a capability in twelve languages.”

Maxwell also cited that Ransburg insists on using nationals of the country where they have established companies. In Europe and the Far East Ransburg has only two American employees in residence.

The “E Star” program is a part of President Nixon’s efforts to step up U.S. exports. It is designed to stimulate U.S. businessmen to boost their profits through additional overseas selling, thus improving the nation’s balance of trade and balance of payments.

Three years ago, in 1968, Ransburg Electric won the “E” Award for outstanding contribution to the Export Expansion Program of the U.S. Since receiving that award Ransburg has continued to show phenomenal growth in the development of its export program. To receive consideration for the “E Star,” a company must have demonstrated initiatives in exporting during the past three years, not overlapping the period recognized by the “E” Award.

The level of performance for “E Star” Awards must exceed prior achievements in exports or export service.

RANSBURG IS THE FIRST COMPANY IN INDIANA TO BE PRESENTED THE PRESIDENTIAL “E STAR” AWARD. THE INDIANA DEPARTMENT OF COMMERCE TAKES THIS OPPORTUNITY TO CONGRATULATE PRIDEFULLY THE RANSBURG ELECTRO-COATING CORPORATION.

Essay Contest

“Indiana Is For Kids”

Last year Indiana's Tourist Division initiated an essay contest for first through eighth graders to encourage youngsters' awareness and interest in the state's historic and scenic attractions. Over 34,000 students submitted entries describing in their own style and language what made a particular festival or tourist attraction in the state their favorite.

The division has based this year's essay contest on the theory that “Indiana Is for Kids.” Whether it's a festival complete with costumes, bands, contests, and prizes or a scenic tour through historic Vincennes, Indiana has the ever-present attraction that entertains children who live in or travel through Indiana. And when youngsters are enjoying themselves, many times their enthusiasm catches on with parents and other adults.

Beginning April 15, first through eighth graders in Indiana public and private schools will write essays explaining why “Indiana Is for Kids.” In describing a historic site, outdoor recreational facility, point of natural beauty, or special event, their essays are to suggest why the Hoosier state is a good vacationland for children.

Contest arrangements were finalized in March when letters introducing and explaining the project were sent to school superintendents and principals throughout the state. Tourist information packets, prepared by the division, then were sent for reference to participating schools.

Grades 1 and 2 will write 35 words or less; grades 3 and 4, 65 words or less; grades 5 and 6, 95 words or less; and grades 7 and 8, 125 words or less. Entries must be legibly printed or typed, and only one essay may be submitted by a student. The contest deadline is May 15.

Judging will be done by the Tourist Division based on originality, content, neatness, and spelling. First and second place winners will be selected for each grade in each of eight state regions. (The division has divided the state into eight regions to simplify judging.) All first place winners automatically enter into grand prize competition. From them, judges will name eight grand champions, one from each grade.

Second place winners will receive a certificate of achievement. First place winners also will be awarded a certificate and additionally will receive a family pass good through December 31, 1972, to all Indiana state parks. Besides the prizes won as first place winners, grand champions will be invited to honorary luncheons with Governor Edgar D. Whitcomb and Lieutenant Governor Richard E. Folz. They will also receive a certificate of merit and will win a field trip for their respective school class and teacher or sponsor to the state park of their choice. Lunch and transportation will be provided.

Contest winners will be announced May 19.

Indiana Hosts Travel Writers

This month sixteen nationally recognized travel writers and editors are touring the route Abraham Lincoln and his family followed through Kentucky, Indiana, and Illinois. The tour, which is in its third year, is sponsored by the Lincoln Heritage Trail Foundation.

In six days, writers will travel the 2200-mile trail, beginning this year in Illinois on April 16. The group will spend two days in each of the three states. State tourism representatives will also make the trip to answer questions and to introduce the writers to other nearby scenic and historic attractions. Travel writers and editors are guests of the three states; their only expenses involve transportation costs to Illinois and from Kentucky. Over night accommodations are provided at selected points of interest along the trail.

The purpose of the tour is to allow travel writers a first-hand impression of the trail and its historic significance. Additionally, they are exposed to tourist attractions overlapping the trail route. Information gathered from the tour is to be used for future travel articles.

The Indiana segment of the trip offers a number of sights to visit. In Vincennes, there are several historic sites of interest to tourists: a pioneer printshop, the home of William Henry Harrison, the old territorial capitol, and the George Rogers Clark State Memorial.

Further along the trail is Lincoln City, where 150 years ago Lincoln went to school and borrowed and avidly read all books available to him. Here, too, is where Lincoln earned the nickname of the rail splitter. Near Lincoln City marks the gravesite of Nancy Hanks Lincoln. Not far from this point of the trail is Lincoln State Park and the Lincoln Boyhood National Memorial.

En route to French Lick, famous for its pluto water and health spa area, the group will pass through the Hoosier National Forest. Just north of the trail are the Wyandotte Caves, and in the New Albany area (site of the Culbertson Mansion), the visitors are reminded of Indiana's historic riverboat era.

Clarksville is the last Hoosier city visited before the tour moves into Kentucky.

Girls School Added

Progressiveness at Culver

by Paul W. Barada

For the last 78 years Culver Military Academy has enjoyed the reputation of being a good preparatory school for boys. Several generations of young men have upheld the traditions, high academic standards, and military discipline that are Culver, but today things are changing. Girls are there for the first time.

This past fall the Culver Educational Foundation announced the opening of the Culver Academy for Girls. Following a three-year study by the faculty and staff, the decision was made to create a winter college preparatory school for young women on the Culver campus.

Located on Lake Maxinkuckee, in the rolling farm land of Northern Indiana, Culver's 1500 acre campus provides a beautiful setting for the new school. Founded by Henry Harrison Culver in 1894, the military academy was transferred from family ownership to the Culver Educational Foundation in 1932. Then valued at \$6 million, the gift ranks as one of the largest to independent secondary education.

The geographic diversity of the student population also adds to the general atmosphere of the school. The 700-plus students come from 37 states, 18 foreign countries, plus the District of Columbia and Puerto Rico. This year's initial enrollment of 101 coeds has contributed still another dimension to one of Indiana's best known private institutions.

The decision to admit girls, however, was not made easily or without controversy. It was recognized that as society changes, the traditions, values, and institutions of that society must also change. Schools like Culver don't operate in a vacuum. The young people who go there have the same problems, the same needs, the same questions, and the same general viewpoint as their counterparts in the public schools. Because of this, private schools have been working for many years to keep up with the changes going on in the outside world. For all practical purposes, therefore, the creation of the academy for girls was the next logical step toward Culver's adaptation to those changes.

As the superintendent, Lt. Gen. John W. Carpenter III, USAF (ret.), pointed out, "We're preparing our students for college *and* for life. As society has been changing, the necessity for a co-educational system has become apparent." The general went on to say that preparation for leadership no longer means preparation for an all-male environment. "Along with preparation for college, we also stress citizenship and leadership. I believe that the girls' school will make a realistic contribution toward that end," the general concluded.

It should be noted that although girls are on the campus, their school is entirely separate from the military academy.



They attend the same classes as the cadets, and participate in many of the same extracurricular activities and sports which include fencing, tennis, horseback riding, flying, swimming, gymnastics, boating and archery.

There is also no formal military training for the girls, but they still follow a daily schedule much like the cadets. According to Mrs. Mary Francis England, director of the girls school, "We're still in the process of developing the school into what we want it to be. Our traditions and programs will be formulated as we go, but one of our objectives is to keep the school a separate entity in itself."

The girls do not have uniforms as the cadets do either. Within certain limits, they are allowed to mix and match their clothes from an attractive standard wardrobe. They will also be allowed to decorate their rooms—a privilege not granted to the cadets. "Our basic orientation as a school is a little different. The main thrust of our efforts will be strictly academic," Mrs. England commented.

The priorities and emphasis at Culver, however, have not remained static over the years. As many an old alum can attest the military discipline used to be much more strict than it is today. The level of military training was such that during both world wars cadets were commissioned as officers directly after graduation.

There has been a marked decline in the popularity of military schools since their zenith during the 1930s. The result has been a transition to a broader curriculum, more highly qualified instructors, better educational facilities, and more individualism on the part of the students. Even within the last few years there has been a noticeable decrease in the emphasis on military training.

But what do the students at Culver think about the changes that are taking place? According to cadet lieutenant Stewart Elliott of Dayton, Ohio, "I think that the classes are much more relaxed, now that there are girls



here. There also seems to be more school spirit among the cadets as a whole." Senior Melissa Williams sees the role of the girls' school a little differently. "We're still trying to find an identity for the school. We haven't had as much time to develop the traditions and spirit that the boys have, but we're making progress," she commented.

Both students agree that one of the best advantages of going to Culver is the calibre of education and the many opportunities offered by the school. "Another important point is that at home you can pick your friends, while here you have to learn to get along with everybody. Having a girls school here also makes for a more normal environment and thereby makes the transition to college easier," Elliott commented. Miss Williams also stated, "Some people think that girls come to Culver to be around a lot of boys. Most of the girls I know came here because of the school's academic program. Sure, boys are nice to have around, but I wouldn't have come here just for that reason."

There have been some problems in making the adjustment to a co-educational system for the students as well as for the administration, but solutions are being found. As cadet Elliott pointed out, "Right now we're in the process of forming committees to talk about boy-girl relations and student-faculty relations. I personally believe that efforts such as these will make the transition to a co-ed school much easier."

A brief tour of the campus will not reveal any decrease in the courtesy that cadets have always shown visitors, or in the spit and polish of a garrison parade, or in the precision of Culver's world famous Black Horse Troop, but you will find a new sense of awareness and direction. Culver, like most institutions, is changing, and with the creation of the academy for girls has taken a positive step toward insuring its vitality and adaptability in the years ahead.

INDIANA CONVENTION-EXPOSITION CENTER



The "floating" staircase that greets visitors to the Convention-Exposition Center from the Capitol Street entrance.

by Sally Newhouse

Editor

Indianapolis has already put itself high in the pecking order of America's most populated cities. Currently, it ranks tenth. But numbers alone don't a major city make! So, the city doers are busy establishing Indianapolis as a leader in more respects than a "population center."

Witness the **Indiana Convention-Exposition Center**, scheduled for grand opening on Wednesday, May 3. It's a doosey of a building: 30 rooms to meet conceivably any "meeting" need and an exposition hall the size of two and one-half football fields. In this hall, by the way, there are no vertical posts to obstruct one's view or the setting up of an event. Optimum convenience is a hallmark of this center. The walls are solid plaster and absolutely the finest lighting and sound systems are woven throughout the building. The convention-exposition center is futuristically maintenance free thanks to the finest materials and technological advances.

The countdown stage has begun. At 6:00 on May 3, the center will officially be opened. It will have cost \$26 million, and some say 57 years, to open those doors. That's an expensive latch. In that figure, however, is included the

cost of preparing the site area for construction, which, in this case, meant clearing the land of dilapidated buildings and paying for the construction of a new fire station.

Actual construction began late in 1969 after the money was secured. The Capital Improvements Board of Marion County issued \$15.5 million and the state issued a \$4 million bond but *not* until \$2 million had been obtained from civic donors . . . to prove civic support of the venture. The remaining money will accrue from the interest on invested capital.

The center sits on roughly 10 acres of ground and will cost an estimated \$1 million a year to operate, or approximately \$3000 a day, according to Dan Graveline, assistant executive director of the convention-exposition center. A full-time eight-member administrative staff, under Dean Phillips as executive director, manages the center's business. There's also a full time maintenance staff of approximately 29 persons. Standing by "on call" are several hundred security and other necessary personnel so that, all told, the center is sufficiently "peopled."

To determine exactly what facilities should be included in the center, surveys, lots of them, were conducted of other centers, of business and trade association needs, of concert and entertainment requisites. Kitchens, completely equipped for the demands of thousands, are strategically located; the food will be catered under conditions stipulated in the five-year contract. Two fully furnished suites satisfy the convenience and comfort needs of visiting convention directors and six offices, including showers, allow key convention executives ultimate accommodation while they run their "show."

Indianapolis and the Convention-Exposition Center are on the move. That means things are changing and will continue to change, to improve in order to meet the needs of its people. That also means there still remain things to accomplish. For example, Indianapolis needs more hotel/motel facilities particularly around the center area. A minimum of 1000 rooms is the estimated requirement right now. Some say there needs to be more activity more variety centered in the downtown area so that guests at the center will enjoy their whole stay here. Then there's the interstate "innerbelt" that needs completion; it's estimated at this time for mid-1970's. Reputedly, the innerbelt would circle the core of the city in a one-mile radius, thereby conveniencing any convention center guest traveling by car. And, of course, the new sports center will help the idle hours for conventioneers.

The Indiana Tourism Division has promoted the state as the "Center of Things." That's a hard point to argue after considering the seven major interstate highways that converge in Indiana at Indianapolis; that the proportionate middle between East and West population settlement is Indiana; that right in the heart of the manufacturing and agriculture region lies Indiana. And at the heart of Indiana beats Indianapolis, one of the country's remaining cities whose downtown area is still the center of metropolitan activity. Owning a large corner of that central area in Indianapolis is the convention-exposition center. With its facilities, its location and its qualified personnel, it seems a safe bet that *the Indiana Convention-Exposition Center will put its convention guests in the center of activity.*



An example of the deluxe kitchen facilities, in this case, soup kettles, that allow huge crowds of guests to be served their meals at the same time with the food still at its right serving temperature.

FACTS ON THE INDIANA CONVENTION-EXPOSITION CENTER

1. Total gross square feet in entire building is approximately 425,000.
2. **MAIN EXHIBIT HALL**—123,000 square feet without posts. Can accommodate 750 10 x 10 booths with ease.
 - a. 30' on center utility pads which include gas, compressed air, water, telephone and 110, 220 and 460 electricity.
 - b. The world's largest acoustical doors will divide the room into three (3) smaller rooms each with capacities of more than 41,000 square feet.
 - c. Two passage-way 24' x 24' doors into hall from which trucks can drive onto floor. Truck dock can accommodate eleven (11) semi-trailers at one time.
 - d. Total seating based on chairs hall will have available—12,500. (Chairs on risers—8,040. Flat floor chairs—4,460. Chairs are padded with armrests.
 - e. Computerized heating and air-conditioning.
 - f. Ceiling height—35'.
 - g. Separate entrances into each hall from foyer.

3. MEETING ROOMS

- a. Thirty rooms, each with public address system, and separate heating and air-conditioning controls (in addition to exhibit hall).
- b. Seating from 25 to 1,800.
- c. Ballroom capacity—1,200 for banquets and 2,000 for theater-style seating. Reception area adjacent for 1,000 stand-up cocktail party.
- d. Ceiling heights vary from 9' to 24'.
- e. Rooms can be set either conference, theater or banquet-style at long or round tables.

4. KITCHEN FACILITIES

- a. The center's food preparation areas are the most modern to be found anywhere—having the capability of producing either convenience or non-convenience food service. 4,200 persons may be served food in the exhibition hall, 2,000 steaks can be broiled for persons utilizing the ballroom and other rooms in the building and at the same time regular service can be provided for public restaurant and cocktail lounge within the center.
- b. In addition to the kitchen on the main floor, a serving kitchen is located on the second floor.
- c. A caterer handles the food requirements for the building.

5. SERVICE AREAS

- a. Two loading docks serve the Center—one on the west for the exhibition hall and one on the south side of the building for the kitchen maintenance areas.
- b. First-aid room completely equipped and accessible.
- c. Storage space is available in the building.

6. PARKING

—for approximately 900 cars on the center complex property, plus over 3,600 spaces within walking distance.

Press and television rooms, six show offices, located on the second floor with desks, showers, etc., plus a direct view of the exhibition hall, two fully furnished VIP parlor suites, complete paging system, five elevators, two escalators and drive-in entrance to building.

Prospects for U.S. Exports To East and South Asia

by Prof. Shou-Eng Koo

Indiana University School of Economics

(This article is an excerpt. This complete original can be found in the publication "Indiana International Trade," published by the International Trade Division of the Department of Commerce.)

Competition in East and South Asian Market

Despite the divergence in the pace of economic development and financial conditions prevailing in East and South Asian countries, the area as a whole holds a great potential for rising income levels and increasing imports. This does not mean that U.S. exports to this region will automatically go up. Much will depend on the competitiveness of the American products vis-a-vis the products from other countries.

Competition has long existed among the developed countries in respect of promoting exports to East and South Asia. This is not only because many countries in this area, in implementing their economic development plans or programs, have maintained a tremendous demand for imports from abroad, but also because most of them are newly independent, uncommitted, neutralist countries, expansion of trade there is often inspired as much political objectives of establishing close ties with these countries as by commercial considerations of securing markets for their manufacturers.

Because of the geographical proximity, Japan has a big stake in expanding trade in the East and South Asian market on both political and commercial grounds. In fact, Japan had long held a leading position in trade competition in this region prior to World War II. It was only halted by the War and also the immediate postwar period when Japan's economy was in the process of rehabilitation. No sooner was Japan's economy recovered after the Korean War than its competition with Western countries revived. With a view to regaining influence in East and South Asia and to compensating for the trade loss in mainland China, Japan has made vigorous efforts in expanding exports to this area. Tremendous achievement was realized during the 1960's. As Table 6 shows, Japan's exports to East and South Asia amounted to \$4,160 million in 1969, an increase of 216.3 percent over the 1960 level. Beginning in 1968, Japan replaced the

United States as the leading commodity supplier to the countries there.

The relative position of the United States and European industrial countries among which United Kingdom and West Germany are most important is greatly affected by the political and financial ties between these countries and those in East and South Asia. The United States has provided aid or loans to most of East and South Asian countries and maintained special political ties with some of them such as the Philippines, China (Taiwan), South Korea, Thailand and South Vietnam, and hence led the western countries in export trade in this market in most postwar years. U.S. exports showed particularly rapid growth in the early years of the 1960's, as evidenced by the fact that in 1960 the shipments were valued at \$1,825 million, and in 1964 they reached \$3,093 million representing a substantial share of the East and Asian market. Thereafter U.S. exports to this area made little progress, and the American share of the market was gradually declining. In 1969, U.S. exports to East and South Asia amounted to \$3,495 million showing a slight decrease from the preceding year. This can be mainly explained by the decline in food shipments under PL-480 as a result of recent improvement of rice cultivation in a number of Asian countries.

The United Kingdom used to be a major source of commodity supplies to the countries which belong to the British Commonwealth and the sterling bloc such as India, Pakistan, Malaysia, Singapore, Hong Kong, Ceylon and Burma. With the lessening of political influence of the United Kingdom in this area, its exports gradually decreased from \$1,213 million in 1960 to \$1,030 million at the end of the last decade. On the other hand, West Germany has had no particular political tie with the countries in East and South Asia, but through the liberal credit arrangements and advanced techniques it has been able to make a moderate gain during the same period.

Competition in East and South Asia has been made more complicated by the entry of mainland China, the Soviet Union, and other Soviet bloc countries. They seek to impress the underdeveloped countries in this area with their progress towards industrialization and their type of planned economy as a model of economic development. Trade, backed by aid offers, has been prominently used

as a means of establishing economic and political influence in this crucial uncommitted region. Lying off the south coast of China, Hong Kong has traditionally relied on China for the supplies of foodstuffs and certain manufactured consumer goods. Mainland China has also exported a large amount of industrial products to Malaysia and Singapore to meet the needs of the Chinese residents there. The Soviet Union, with its deepening political interest, has recently acquired the position of India's second biggest supplier, only behind the United States. Other uncommitted countries or socialist inclined countries such as Pakistan, Ceylon and Burma have also received substantial commodity supplies from the Soviet bloc countries mainly through aid or bilateral trade.

In addition, a few countries in East and South Asia such as India, China (Taiwan), South Korea, and Hong Kong have developed to a stage where they are capable of exporting certain types of industrial products to their neighboring countries. With a booming population and the resultant cheap labor force they have the comparative advantage in the production and export of labor intensive goods which are generally used by the low income people in the area.

As more and more countries maneuver for a large export share of the East and Asian market, competition is to become increasingly keen in the future. This may not bring about an unfavorable situation for the United States, because in the course of economic development, most East and South Asian countries would increase the demand for the capital goods which the United States is in an advantageous position to supply. Although the aid financed exports will continue to taper off, commercial sales will take on ascending significance. Given price stability and adequate promotion efforts, U.S. exports will be able to maintain a strong position in East and South Asia.

The Outlook for Indiana's Exports

Indiana has a big stake in export trade. It generates substantial employment and income for the people in the state through the production, transportation, and servicing of exports. Based on the estimates by the U.S. Department of Commerce, Indiana ranked eleventh in the nation

in exports of manufactures to foreign markets with an estimated value of \$620 million in 1966, representing nearly three percent of the total U.S. exports of manufacturers. It showed a rapid expansion from the 1960 level which stood at \$395 million (see Table 7). Indiana supplied a great variety of manufacturers, with great concentration in exports of transportation equipment, machinery, food and kindred products, metals and metal products, and chemicals.

Indiana's agricultural products claimed an even greater share of U.S. exports, reaching an estimated value of \$317 million in fiscal year 1965-66. The State ranked sixth in the nation. Among the agricultural exports particularly important were feedgrains and wheat. Indiana also exported \$3.7 million of fishery products in 1966.

Indiana's exports of manufactured goods, together with agricultural and fishery products, amounted to nearly one billion dollars, accounting for about 3.3 percent of the \$30.4 billion total U.S. export in 1966. If we make a projected estimate for 1969 based on Indiana's share of U.S. exports in 1966, the state's exports of manufactured goods would have reached \$866 million and agricultural products reached \$279 million.

No statistics on Indiana's exports by foreign destinations were ever made by the U.S. Department of Commerce or other agencies. But, judging from the composition of Indiana's exports, its shipments to Japan and other East and South Asian countries would have constituted larger than 3.3 percent of the total U.S. supplies. As indicated previously, in Japan as well as in other East and South Asian countries, there has been a shift in the commodity structure of imports toward the purchase of more capital goods, industrial raw materials and feedgrains, and the trend will be further strengthened in the coming decade. Indiana's exports largely consist of transport equipment, machinery, food products, metals and metal products, chemicals, and feedgrains. These perfectly suit the needs of the countries in that area. With expected rapid economic growth and industrial expansion in Japan and other East and Asian nations and the consequent increase in demand for imports from abroad, Indiana exporters would be able to capture a greater share of the market. East and South Asia, indeed, offers a great potential for the state's exports.

Prospecting for Prospects

by Dan Manion

Director, Industrial Development Division

The many cities and towns in Indiana are at various stages of development. Some have just started thinking of their future growth and are working on developing sites and improving road and utilities. Other communities, however, are well past this initial stage, and they are hungry for prospects. But as we all know, good industrial prospects are few and far between. Even so, I am frequently asked "When are you going to bring my town some industry?"

Well, the Industrial Development Division is always trying, and with good success. But since there is never enough to go around, here are some suggestions that may help those cities and towns that have made the necessary preparations for a new industry and are looking for one to locate.

In the past we have stressed the importance of contacting local industry since there is a chance that they may want to expand. But there is another valuable reason for this communication. Two of the most important ingredients in any business are the customers and the suppliers. Frequently the user of a locally manufactured product may be located several hundred miles away. Logically, if this customer were to move or expand his operations to the same town, his transportation costs would be greatly reduced thus making his product more competitive. If you have a good working relationship with your local industry, the manager(s) may very well suggest a couple of his customers as possible contacts.

The same goes for his suppliers. Since in this case the local industry is a customer, he could get the product at a lower price if the transportation costs are greatly reduced by the supplier's moving into town. Ask the manager of a local or nearby industry who his suppliers are. Should that supplier relocate or expand, it would be a benefit to the community and to your existing industry.

For some smaller towns who have no industry, why not visit the surrounding communities and see if there are high volume suppliers or customers to these nearby industries. Perhaps they would be interested in moving closer. Frequently a number of people in small towns work at these industries and know which industries would be po-

tential prospects. Ask them for their cooperation.

Other persons who have frequent contact with other industry are salesmen. Their travels to other states enable them to pick up much information about industries who may be potential prospects. In addition, many local businessmen who have business connections in other states receive occasional tips about an industry that may be considering an expansion or that is having problems in its present location. Such leads could be invaluable to your community.

A project successfully executed by several communities in the past has been to call on a number of large city industries that would be most suited for your community. For example, a group of local leaders could travel to Chicago or Detroit and visit with the heads of medium-sized manufacturing firms that are in obsolete plants or who have little room to expand. Possibly some of these prospects can be selected by some of the above mentioned methods of qualifying leads.

A business trip isn't the only source for these leads. A visit to relatives or a tourist attraction in another state (after you've seen everything in Indiana, of course) may be an ideal chance for someone to spread the good word about his or her town. Occasionally we hear from prospects whose call was generated by a friend who kept bragging about his home state or town. Such enthusiasm is contagious, and should not be forgotten.

The possibilities are endless. The people in your town, through their business and social contacts, can provide a wealth of information that could generate leads for new industry in your community. The first step is to sell your local people—the salesmen, the industry officials, the bankers, the government leaders—anyone who contacts people in, or travels to cities and towns in other states on the idea that economical expansion is necessary and that each of them can be a part of its success.

Granted, this kind of effort by a cross-section of the community may not meet with immediate results, but it will get everyone involved. And once you have developed this kind of local teamwork, your town will have half the battle won.

Agricultural Stabilization and Conservation Service

by Debbie Tower

Assisting rural citizens in the improvement of their communities is the prime objective of Indiana's state rural development committee. Member agencies of the state committee offer programs, adaptable to specific problems, that are designed to allow nonmetropolitan areas to grow and enjoy a more prosperous socio-economic atmosphere. One member of the committee is the Agricultural Stabilization and Conservation Service (ASCS), an agency of the U.S. Department of Agriculture (U.S.D.A.).

Four main programs, the Rural Environmental Assistance Program (REAP), production adjustment, price support, and commodity inventory management are administered by the state ASCS.

The workhorse of ASCS conservation activities is the REAP under which the government shares the cost of needed conservation on privately owned land. About a million farms voluntarily participate each year, helping to conserve soil, water, timber, and wildlife habitat. It also makes a major effort to safeguard the downstream water supplies of towns and cities from silt, sediment and other pollutants. After a natural disaster, such as Hurricane Camille, devastated land is restored through liberalized cost sharing.

Production adjustment refers to acreage allotments and commodity acreage diversions that farmers voluntarily comply with to strike a balance between supply and demand. Farmers engaged in allotment programs must produce a commodity within the acreage specified for their farms. Cotton, wheat, rice, peanuts, and many kinds of tobacco are subject to control under allotment programs. Yearly, over three million national farm acreage allotments are determined.

A supplemental activity, used with acreage allotments when two-thirds of the producers voting in a referendum approve, is the marketing quota. The purpose of marketing quotas is to discourage superfluous production of crops already regulated under farm acreage allotments; those commodities produced from land not part of acreage allotments are penalized.

In commodity diversion programs, farmers agree to decrease "their acreage of the commodity by at least a minimum amount below farm base acreages or allotments." ASCS, however, makes payments to assist producers who have voluntarily reduced their acreages, and thus their income. Corn, tobacco, grain sorghum, and cotton production are supervised in commodity acreage diver-

sion programs.

Price support programs are offered by ASCS through loans, purchases, and payments. Support programs apply to a number of commodities: wheat, corn, cotton (upland and extra long staple), peanuts, rice, tobacco, butterfat, milk, wool, mohair, tung nuts, barley, oats, grain sorghum, rye, flaxseed, soybeans, dry edible beans, cottonseed, honey, and crude pine gum.

There are three goals of price support programs: "1) to help assure stability of farm income and prices in the interest of all people; 2) to assist in bringing about a balance between agricultural production and consumption; and 3) to promote orderly marketing of crops."

Loans are made to farmers through ASCS county offices to support prices of selected crops. In each county, a basic loan rate, representative of the national average loan rate, is determined for each commodity. When the farmer delivers the commodity, the loan is considered settled. Repayment of the loan, if the farmer chooses this type of settlement may be made any time on or before the loan reaches maturity.

The reseal loan program (actually part of the price support program) allows a portion of the crops produced to be held in storage until the commodity becomes available on the market again. This program helps establish orderly marketing over a period of time and proves useful if there is a production surplus or if market prices are low.

The fourth major program administered by the ASCS is commodity inventory. The Commodity Credit Corporation (CCC), in addition to managing the inventories, finances price support programs and storage and disposal of products, including export sales. It is the responsibility of the CCC to try to maintain a steady balance between production and needs both domestically and in foreign trade.

The Indiana state ASCS office is located in Indianapolis. Operations there are headed by an executive director who is appointed by the state ASC (Agricultural Stabilization Conservation) committee, whose members are appointed by the Secretary of Agriculture. ASCS maintains offices in each of the state's 92 counties; county offices are advised by nine district directors who are responsible to the state office. ASCS programs are administered locally by farmer-committeemen who are elected by farmers. Men serving on the committees know local agriculture and are trusted by their neighbors.

Consumer Programs

In Indiana

by Sonya Saunders

Local Cooperative Extension Service Offices contain a wealth of consumer information directed toward urbanites and suburbanites, plus a knowledgeable staff to aid in obtaining further information or to offer answers to questions and quandries.

For example in Lake County people were having consumer problems and no place to go for information or reference. So, Mrs. Lu Stover, an extension agent in the family living area, initiated CONSUMER ALERT. It began on the basis of no dues, no meetings, no strict organization with the following purposes:

- to provide information for the consumer to act in his own behalf;
- to forward problems noted within the area to proper bureaus;
- to educate the individual consumer how to conduct his own affairs;
- to cooperate with other agencies in the consumer's interest;
- to promote good relations between consumers and business.

The bi-monthly publication keeps the reader up to date on legislation, buying tips, aids available to the consumer. One leaflet contained "Consumer Rights and Responsibilities," that explained where to complain, how to complain, and listed who handles complaints in ten areas (weights and measures, building commission, Better Business Bureau, public health service, etc.).

Due to requests from the 1,200 members the year old club is now conducting meetings in special interest areas. One meeting might cover points to consider when purchasing or building a home; topics will range from construction, which will be discussed by the building trade, to financing presented by a local banker. Other meetings are being organized to include health insurance, clothing construction, teaching money management to the family, etc.

"Consumers call CONSUMER ALERT with numerous complaints but usually we refer them to the proper agency except in special cases, for example when there is a language barrier," Mrs. Stover explained. "Consumers are perturbed by businesses which refuse to honor 'specials,' unauthorized and fraudulent bill collectors, repeated poor food quality such as tough meat, bloody chicken, limp produce. But the *biggest gripe* is in the area of home improvements and repairs, especially furnace repairs."

The membership of CONSUMER ALERT is 70% urban and is sponsored by the Lake County Extension Homemakers Association. To develop a similar program in your area, consult your local extension office to let them know your interest and see if there is a demand in your area for such an organization.

A major contribution to consumers by extension workers is the **CONSUMER FACTS PROGRAM** coordinated by Dr. Jan Armstrong, consumer specialist at Purdue University. The 1972 series includes 22 topics and is the fifth series presented since the 1966 inception of the program. The distribution of leaflets have increased progressively through the years, from 215,000 for the first series to 750,000 in 1970-71.

One objective of the program is to call attention to the county extension office as a source of consumer information. Examples of projects that might be started from a program like Consumer Facts might be, for instance, different merchants, agencies and organizations getting involved in distributing this literature, or general product information being placed at point-of-purchase in the area of children's shoes, hosiery, appliances, etc.

These are some of the pamphlets and what they explain:

"Cutting Credit Cost" could be used in credit unions or banks as an envelope stuffer to inform their customers about borrowing money.

"Knit Picking" tells about knits, the functional fabric, how to select and care for the product.

"You and Your Dry-Cleanables" reveals money and fabric saving ideas for dry-cleaning. They save you money and the cleaner's time.

"Buying Health Insurance" gives ideas on evaluating old policies, applying new medical cost to a new policy and the types of coverage available.

"Housing: The Space Squeeze" shows how the housing industry is catering to your pocketbook.

"Moving Day? Make It a Good One!" lists Interstate Commerce Commission rules so you will know your rights as well as obligations.

Shelby County extension has sponsored a 'consumer fair' the past two years. Literature such as the FACT SHEETS were distributed, various speakers related consumer information and businessmen were on hand to explain the advantages of their products.

When the home economic extension specialists write the pamphlets they had specific aims in mind, in addition to the overall objectives:

- to help consumers spend their money more effectively since cost-of-living is of primary concern to consumers. The FACT SHEETS whenever possible have a 'here's-a-way-to-save-money' connotation.
- to assist extension agents to seek out and interest county and area people not normally reached through extension-oriented programs.
- to provide agents with a publication in a form which slips quickly into an envelope to answer one question. The leaflets are especially designed for the person who only wants to know the time of day and not how to

build a clock, Dr. Armstrong said.

"In summary, the consumer fact sheets are primarily a form of consumer information rather than consumer education. We view the differences as being that consumer information gives an individual singular facts regarding price, location, availability, features, etc. whereas consumer education trains a person in the basic principles and concepts necessary to help him arrive at a 'rational' decision. For instance, if a man wants to know where to have his suit dry-cleaned, he needs consumer information but if he wants to know what tie to buy to wear with a specific suit, he needs consumer education. We consider these FACT SHEETS only a small component of the total consumer program in Indiana," she concluded.

For the fourth consecutive year a Southern Indiana Consumer Workshop will be conducted in Bloomington in the University of Indiana Union Building on April 28. The workshop is sponsored by the I.U. Bureau of Public Discussion, Indiana State University Home Economics Department, the I.U. Department of Home Economics and the Indiana Cooperative Extension Service.

The theme of this year's meeting is "Consumers As Citizens — preparation for responsible action!" As always, the purpose is to bring out consumer problems so they can be made visible, with balanced discussions to study both sides, Elaine Lumbra, general arrangements chairman said. The workshop is geared to the "lay" consumer, the person daily faced with purchasing decisions. Therefore it is open to the public. For specific information contact *Elaine Lumbra (812/332-2366) Monroe County Extension Office, Court House Annex, Bloomington, IN 47401.*



Some of the consumer-help materials that can guide the readers to wiser spending.

“Highway of Flags”



Mary Lou Kieswetter

Present times have stirred much controversy regarding what constitutes an American's patriotism. To one Munster, Indiana resident, that loyalty calls for an outward display of respect and belief in the United States.

Through Mrs. Mary Lou Kieswetter's energy and concern, Indiana has initiated the "Highway of Flags-Tribute to Our Servicemen." Lined along U.S. 41 as it travels through eight states (Michigan, Wisconsin, Illinois, Indiana, Kentucky, Tennessee, Georgia and Florida) are literally thousands of American flags displayed by both businessmen and private citizens. Last September, governors of those states issued proclamations dedicating U.S. 41 the "Highway of Flags."

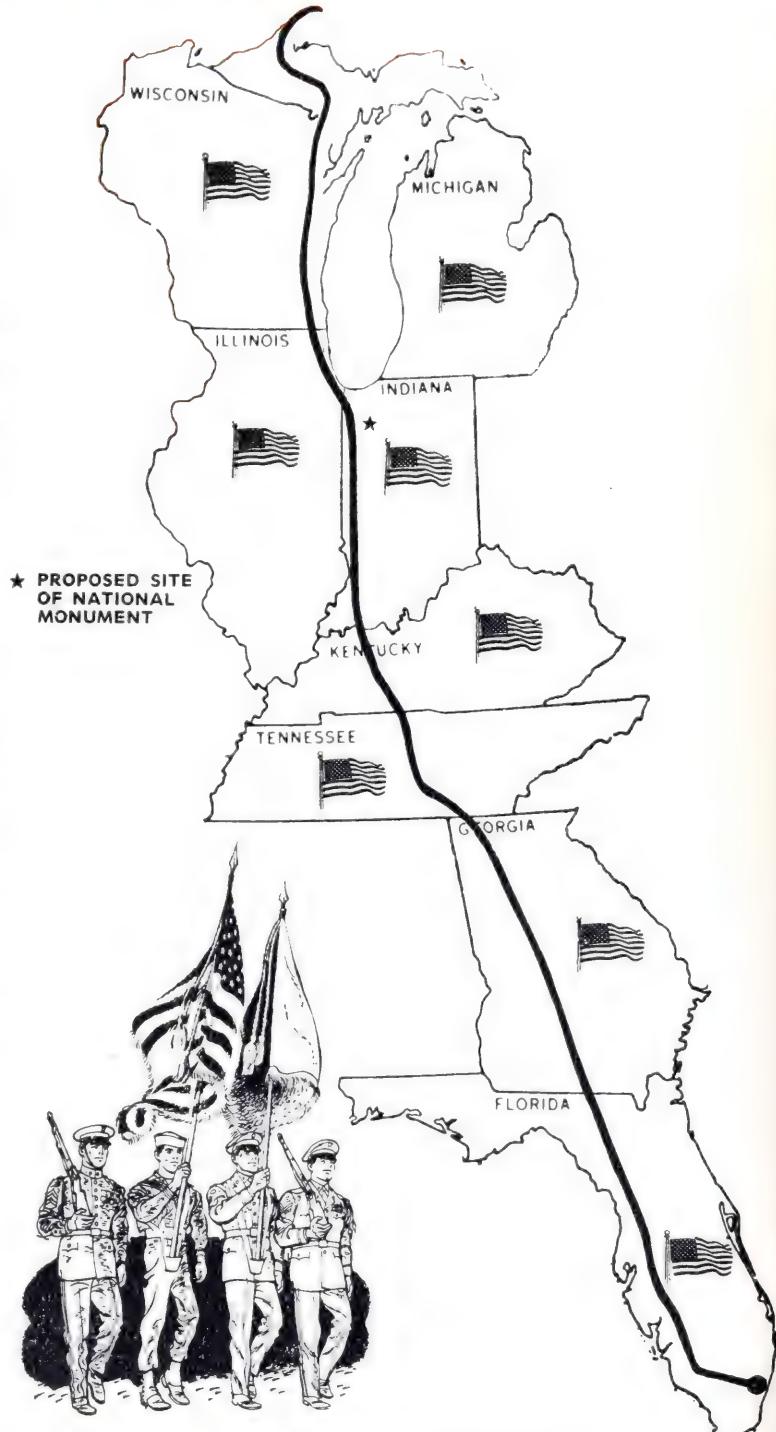
As founder of the Indiana Council for the Encouragement of Patriotism (ICEP) which later, in 1969, grew to become the National Council for the Encouragement of Patriotism (NCEP), Mrs. Kieswetter realized the need to reinforce the ideals of good citizenship and to encourage pride in one's country.

She began the flag project in 1966 in her front yard as a personal reminder of not only her son's but all servicemen and women's fight to keep America a free country. Her neighbors were also inspired to display daily the American flag, and then with the creation of the Council, the project spread to other states.

Since the Council is a non-profit organization, money must continually be raised. Through radio and television shows, plus speaking engagements all over the country, funds are obtained to purchase flags and educational kits for schools. Included in each kit is a copy of the Declaration of Independence, Bill of Rights, Pledge of Allegiance, and a booklet, *Let Freedom Ring*. For schools and libraries, the Council donates the book, *Democracy and Communism: Theory and Action*.

As its most recent endeavor, the Council, in co-operation with the Highland town board, is trying to acquire land at the corner of U.S. 41 and Ridge Road where, according to Mrs. Kieswetter, roughly 45,000 cars pass each day. The plan is to erect a national monument there as a tribute to U.S. troops that served in Viet Nam.

Presently, there are about 1,500 members of the Council; each state has representatives.



U.S. 41—THE HIGHWAY OF FLAGS

Indiana Economic Trends and National Policy

Dr. Lawrence E. Kreider

Associate Professor of Business Economics and Public Policy, Indiana University



STATE OF INDIANA
INDIANA DEPARTMENT OF COMMERCE, Lieutenant Governor Richard E. Folz, Director
ECONOMIC RESEARCH DIVISION

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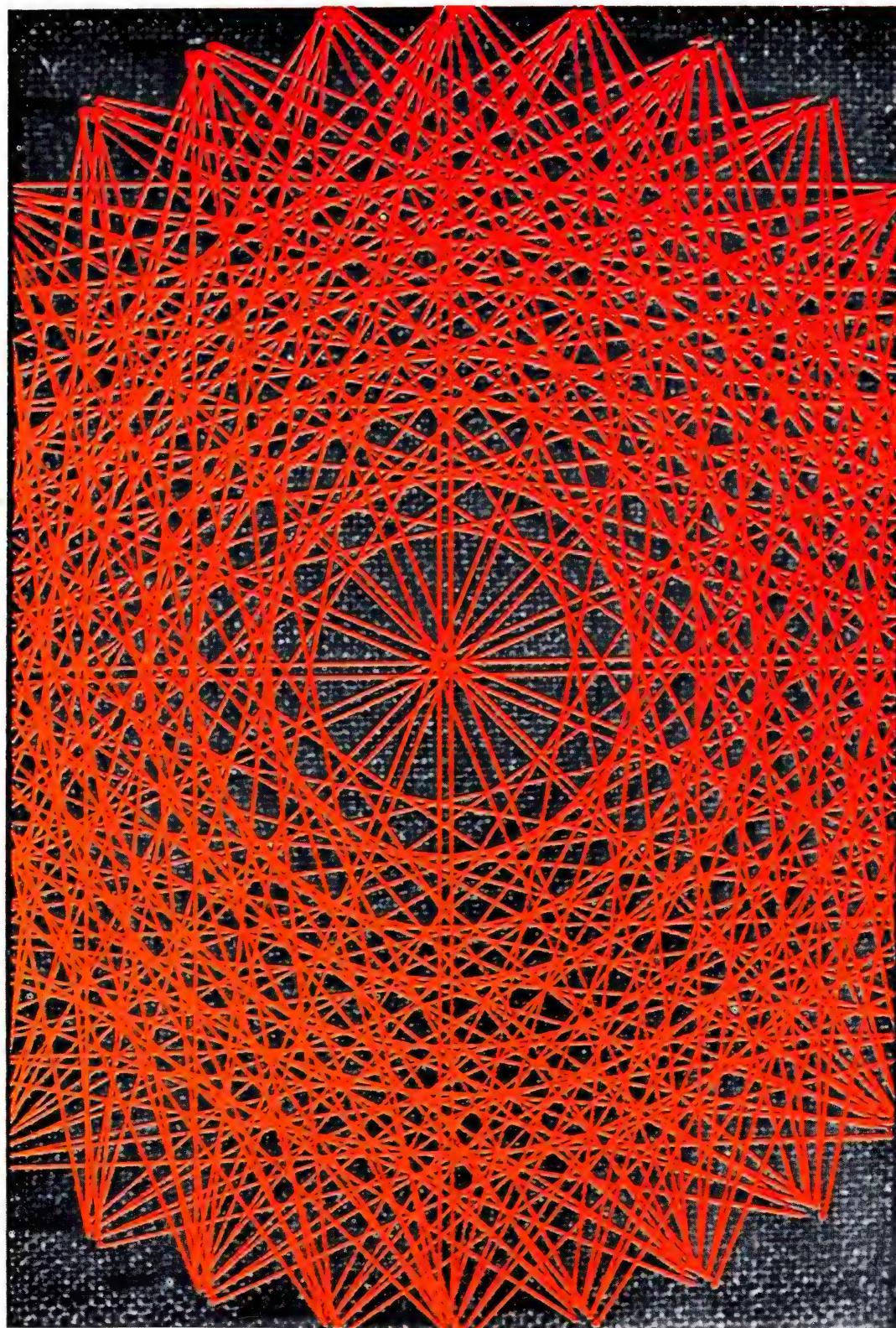
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COVER PHOTO

String design—an example of art work exhibited and for sale at this Talbot Street Art Fair (see pages 10 & 11)

PHOTO THIS PAGE

Water Conservation (see pg. 4)

INSIDE BACK COVER PHOTO

The Department's latest publications—they're free.

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Commerce and INDIANA

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(Rushville, for example)*
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Huntington Plant Expansion

The Triad-Utrad Division of Litton Systems is expanding its existing facilities in Huntington.

The company purchased the Carl Kitt building and recently completed renovation of the 2,500 square foot structure. The facility is used for warehouse space.

Under construction is a 10,000 square foot building that will provide administrative and warehouse storage space. Completion is expected by June 15 when offices should

be ready for occupancy. By the end of May, storage areas will be finished.

The new 12,500 square feet of work space will offer jobs for about 40 more people, raising Triad-Utrad employment in Huntington to 600.

Maurice Clark, Triad-Utrad president, explained that the new structure, plus renovation of a second, frees storage areas in the main plant for expansion of manufacturing lines.

WATER CONTROL

by Bill Watt

Director, Public Information Division



The forces of water and weather are among the sometime plagues of rural Hoosiers.

Floods cause widespread property damage and peril human lives. Recurring erosion strips the land of its productive topsoil. Poor drainage saps the value of farm land and causes health problems.

Paradoxically, occasional water shortages detract from the very livability of a region.

On the other hand, govern-

ment creates large reservoirs to corral major floods. A variety of means, both informational and substantive, exist to combat erosion. Small towns and rural areas tap myriad sources for a stable water supply.

Yet the problems have remained with us, partly because state and federal agencies couldn't hope to cope with certain local difficulties.

There is a way for local citizens to band together to set right these water resource problems, at the same time enhancing the economic and aesthetic benefits of their home areas.

Conservancy Districts

The device is called a "Conservancy District." There now are 48 of them in the state and several petitions for setting up new ones are under consideration at this time.

Districts vary in size from several of limited acreage designed to serve a specific water or sewage need to the half-million-acre Whitewater Valley District which includes portions of five counties.

In most cases, they've proved to be rather popular and effective mechanisms. However, trouble has developed in a few districts and moves are under way to abolish two of them.

Some observers see these difficulties as mere growing pains. Others consider the problems basic threats to the future of several districts. More about that later.

A conservancy district results from an agreement among local property owners to take joint action in water resource matters. The 1957 law which spelled out machinery for establishing them sets out these purposes:

- Flood prevention and control.
- Improved drainage.
- Irrigation.
- Water supply for homes, industry and towns.
- Sewage treatment and disposal.
- Development of forests, wildlife areas and recreation facilities tied to beneficial water management.
- Erosion control.
- Water storage to augment stream flow.
- Operation and improvement of existing water facilities.

Projects undertaken vary with the purpose intended. For example: water is impounded for water supply or flood

control, recreation facilities are constructed, channelization has been employed to increase stream carrying capacity.

The procedures for establishing a conservancy district seem to be frightfully complex; yet there is general agreement that detailed safeguards are warranted as a means of preventing projects from being torpedoed at a later date.

Here's how it's done:

A petition signed by a percentage of property owners (the required number varies with the size of the district) is filed with the circuit judge in the county having the most land in the district. The petition states the purposes of the district, the area to be served, the necessity for the district, and a description of how tax levies will be used.

The judge calls a hearing to establish some preliminary points. If, at that time, a majority of landowners in the proposed district object to its creation (or if owners of two-thirds of the land to be involved file similar objections) the conservancy proposal is dead.

If the proposal survives this step, the judge refers the petition to the Natural Resources Commission, which holds hearings, conducts investigations and presents its findings to the court. Findings encompass these considerations:

- Does the district appear to be necessary?
- Does the district hold promise of economic and engineering feasibility?
- Does it seem to offer benefits in excess of costs, or would the public health be served by its establishment?
- Does it propose to cover and serve a proper area?
- Could it be established and operated in a manner consistent with existing water resource and management projects?

The commission refers its findings to the judge, who calls another hearing. He then decides either to accept the petition to set up the district or to dismiss the whole idea.

Under the court's supervision, the administrative machinery of the district is put into motion.

The districts' board of directors then oversees the formulation of a district plan which sets out specific projects to accomplish the stated purposes.

This plan is reviewed by the Natural Resources Commission.

The court then holds another hearing to approve or disallow the plan.

In carrying out its programs, the conservancy district has the power to levy taxes on property, make special assessments for "exceptional benefits" received by landowners, issue bonds, exercise the power of eminent domain, and operate facilities it creates.

The state and the federal Soil Conservation Service provide planning assistance in most projects. Certain types qualify for federal funding.

In some instances, districts have been created solely to provide a rural water supply. In that event, the scope of the district is narrowed and it pays off project costs through rates charged users, not by taxation.

Procedures also exist for payment to land owners who suffer damage as the result of conservancy projects.

Dissolution of a District

A conservancy district can be dissolved through the same procedure used to create it.

At this time, two petitions for dissolution are pending. One involves Big Raccoon Conservancy District in Putnam and Montgomery counties. The other is Four County Mill Creek Conservancy District in Hendricks, Morgan, Putnam and Owen counties.

The Four County Mill Creek situation spotlights some of the current controversy. At a hearing conducted last autumn, persons in favor of doing away with the district expressed these basic complaints:

- Costs of the program were misrepresented during the promotional stage of district creation.
- Exceptional benefits assessments are not equitable.
- Some landowners whose runoff water contributes to flooding were not assessed.
- Construction costs have increased substantially since the project was first considered.
- Land values have increased substantially.
- Values of farm products have declined.
- Additional recreation facilities are not needed in the district.

—A majority of landowners now favor dissolution.

Facts relating to construction costs, land values and agricultural declines indicate a line of reasoning that the expected economic benefits have been diluted.

More important, however, **recent controversies suggest several basic underlying problems.**

First is money. By consensus, specialists interviewed agree that the current furor surrounding high property taxes is a real thorn. Although money raised through taxation for conservancy districts is not true property taxation, it tends to be lumped with property rates in the eyes of taxpayers, many of whom now insist that some things be cut.

"In every petition for dissolution, we hear the theme 'We don't want to pay for it,'" observed Kenneth W. Harris, a staff member of the Department of Natural Resources who works closely with conservancy district matters. "If a revision of taxing policy were made regarding real property, at least half of the opposition would dry up."

Thomas Evans, state conservationist for the federal Soil Conservation Service, commented that the current property tax situation is "stimulating opposition" to conservancy district programs.

He said he considers conservancy districts "a good investment for the public good" but that perhaps conservancy district directors could do a better job in spreading word about the benefits.

"Unfortunately, those who ultimately oppose the projects usually don't take part in the initial hearing process," he added.

Intangible Aspects

The matter of not being able to readily discern the benefits could be responsible for some of the objections.

Districts established for utility services provide visible returns. But the more subtle onslaught of erosion, the potential for flooding and the aesthetic benefits of recreation have to be classed as intangibles.

"The only time many people visualize a major water problem is when we have a major flood," Harris said. "Overall watershed planning, on the other hand, may be looking 10 years ahead. Advantages such as increased productivity and saving of farmland through erosion control may not seem evident."

Most areas of Indiana have escaped serious flooding in recent years. Several water resources specialists are known to feel that both government and the public have become rather complacent about the threat of flooding. The attitude is draining support from flood control projects.

Differences of opinion regarding land use are dividing local landowners.

Areas such as those encompassed in the Four County Mill Creek district are now becoming havens for those seeking escape from urban centers. While these people may purchase 10-20 acre parcels of land, they usually don't intend to do anything with it aside from building a home.

"In the case of Mill Creek, most of the full time farmers want the district while the small landowners oppose it," said William J. Andrews, deputy director of the Department of Natural Resources.

One statement in the hearing officer's report on Mill Creek related:

"The petitioners (for dissolution) also indicated that the freeholders of the district did not need any additional recreational facilities in the area and that they did not want to provide playgrounds for Indianapolis residents."

This bone of contention hints at a basic clash of interests between rural and urban dwellers and conservancy districts would seem to be just one arena for carrying on the tussle between competing lifestyles.

In part a land-use planning problem, the issue may be dealt with as a "human problem" and no one can predict with certainty what compromises eventually will be worked out.

In terms of recreation facilities, tourism studies have shown that people spend deceptively large sums of money on even one-day excursions. One could argue a good case that having such facilities will boost a local economy. That, too, is regarded as an intangible in the current discussions.

Conservancy districts aren't ignored in environmental disputes, either.

Channelization and, to a lesser extent, some water impounding projects, have drawn fire from environmental groups.

A proposal by the Lost River district would have inundated a segment of Lost River in Orange County. The river area is considered to be a particularly unique natural region and the projected 900-acre lake would have backed up into some caves. The federal government had approved the plans and a large amount of federal planning money had been spent before environmental organizations succeeded in getting the concept shelved.

Soil Conservation Service planners now are restudying the Lost River proposal.

Environmental impact studies are increasing project costs and extending the planning time lag, thereby placing another burden on the districts. On the other hand, officials agree that they could save money in the long run because expensive mistakes such as the Lost River proposal can be avoided.

Officials closest to conservancy district matters don't minimize these problems; to a man, however, they consider the program promising.

"The evaluation of environmental impact hasn't yet gone far enough, although the department (of Natural Resources) has begun to work this out," Hillenbrand said. "I feel confident that environmental impact problems can be handled. *We must remember that the conservancy district in many ways is protecting the environment.*"

Tourism Is The Tourist/Traveler

by Sally Newhouse

Editor



Linda Jester

Jester, director of the tourism division of the Department of Commerce, has researched these questions to determine what Indiana can do to win more of the tourist traffic. With her facts in mind, Linda has traveled extensively throughout Indiana to tell others interested in tourism what must be done to increase the tourist visits to and through Indiana. Following is a summary of her findings.

The first question to answer in an effort to attract tourists and host an enjoyable visit for them is to determine **who the tourist is.**

Two leading surveys toward that end are ones taken by 3M National Advertising Company and Redbook Magazine. These "who is the tourist" surveys have defined the typical touring family with these characteristics:

1. head of household between 40 and 45
2. better than average education (88 percent high school graduates)
3. better than average income (\$12,620 for traveling family versus \$8,632 national median family income)
4. 3-4 in a party
5. 11-12 days away from home
6. drive an average of 2500 miles (1250 miles from home)

Another question that must be answered is why are tourists "tourists" instead of "stay-at-home's." Surveys say that 72 percent of the travelers take vacations to sight see. **The surveys offer these considerations for why travelers go where they go:**

they've never been there before;
certain things are unique to an area;
an area was highly recommended;
the ultimate destination was pre-determined (i.e., to see friends or relatives)

34 percent go to new places; 66 percent return to old favorites, according to the surveys.

There is a very slight distinction, says Ms. Jester, between the traveler's consideration for a weekend trip and for a longer vacation except that for his vacation he wants

Tourism was a \$45 billion industry in 1971. It's estimated to be at \$75 billion by 1975. People—the traveler/tourist — generates that money.

States compete for these travelers. Indiana wants to compete better, wants to attract a larger percentage of the tourist market.

To attract tourists, every agency from the state to the private business must understand the traveler; who he is, what he wants. **Linda**

more—more things to do, places to see, than for his weekend.

Ms. Jester points out that "Important to all travelers, weekend and vacation, are good accommodations and campgrounds, good roads/easy access. One minor distinction between weekend and vacation travelers is that weekenders seem to concentrate on an activity while vacationers go to enjoy the entire area, the scenery, history."

Ms. Jester warns the tourism industry, "to recognize the differences in guests, since an area may receive both, can be critical in the attempt to lure visitors."

Information about vacation areas is extremely critical to the vacationing public!

As Ms. Jester emphasized "Communication between area tourist-oriented businesses and potential visitors can make the difference between a "pass-through" and a "stop-over" visit. Vacationers need truthful information on things to see and do in an area."

Local Chambers of Commerce and private business must recognize this need for communication, for advertising. "Information on the uniqueness of an area related to the historic, scenic, and educational offerings is of the utmost importance, Ms. Jester asserts. "Synergism (the greater effect that results when agencies cooperate rather than work independently toward the same goal) is very much at play in the travel industry and group promotion can be an extremely effective tool in reaching the American vacationing public."

People must be informed. In many cases, they need to be informed about how to get informed. According to the surveys, 90 percent of those who responded said they would write to a central address that would inform them about several states, or they would use a free interstate telephone line that would inform them. *Still, however, word-of-mouth endorsement from friends and relatives about a good vacation spot is the most effective "selling" any area or attraction can realize.* 69 percent of travelers talk first with friends and relatives before deciding on vacation plans.

There is an increasingly popular trend in America to take unplanned side-trips, on whim and impulse to drive off the scheduled itinerary to attractions originally unplanned. There is clearly an open opportunity to publicize for the "side-trip-taking" traveler who is prone to divert from his plans for "enroute enjoyment." Surveys reveal that travelers want more information about places to visit or things to do. Preferably, they say, this information should be maps and directories, at motels and service stations.

Leisure time is increasing. The American society is mobile. What Indiana businessmen in the tourist-related business must do is give the traveler, who will put his leisure time to the road, reasons for coming to Indiana. Those reasons should be advertised through information. Therefore, let us inform.

THE COMMON DENOMINATOR

by Dan Manion

Director, Industrial Development Division

Frequently people ask for the single most important requirement that an industry has when it chooses a location for a new plant. As I have discussed previously in this column, there are many factors that go into such a decision. Available labor, highway and rail access, existing buildings, utilities, community attitude, etc.—all are important.

But to put into one word, the main attraction for a new location is its **potential profit** for the corporation.

Although this may seem to be an obvious motive, there are a number of people who overlook the importance of an industry's obligation to its stockholders to make money. Some consider only the employment or tax benefit to the community. Others are more concerned about upgrading a decayed area or giving jobs to the hard core unemployed. Still others feel, as I pointed out last month, that industry is synonymous with pollution and that it shouldn't locate anywhere. In short, they say that industry should be more concerned about the social good.

These and many similar ideas of what industry ought or ought not to do are cast about without really taking in the whole picture. I say the whole picture because many of the concerns they mention are certainly important factors in industrial location. But profit comes first.

And this priority is not a gain that, as some maintain, a typical money-grubbing corporation seeks at the expense of everyone else involved. Rather, profit is a simple economic fact of life without which a new or existing industry cannot long endure.

What about employment? Of course this is important. Yet, when an industrialist seeks a location he is looking for skilled or trainable men and women who will be productive, who will help meet the competition, and, yes, who will help make a profit. As the company profits, those employed there are assured job security and, certainly, profits of their own.

Property tax? Nothing has a more advantageous effect on the property tax than an industry. But if the industry doesn't profit, the plant closes and it becomes a liability

that everyone else has to support.

Upgrade the decayed areas? Frequently areas in a city or a town that have long been rejected as undesirable residential property have made good locations for a commercial and industrial development. But these enterprises didn't locate there just to improve an eyesore, (although that was the end effect.) Rather they chose the site because it was economically favorable—they could make money. Then everyone benefited. If such an eyesore exists in a town, and an industry can be shown the profit potential of locating there, everyone gains.

Additional benefits? Many new employees mean more home building, more cars sold, more people employed in businesses servicing the new industry such as restaurants, barber shops, gas stations, retail stores and so on. The economic spin-offs are monumental.

Social benefit? This brings us back to the original question. While it is true that the board of directors chose a town for its profit potential, the benefits to the local people are, as described above, tremendous.

Assuming my premise is correct (that profit is the common denominator that all industrial prospects seek) it would be a tremendous boost for all if civic and socially minded people in a community would join together to demonstrate their town's potential profit for new and expanding industry. If such is not the case, they should work to make it that way.

So what about profit? Let's face it—profit is what keeps us all going in a free society. It makes us self sufficient and individually responsible. Industry is no exception. Given the opportunity to make a profit in your town, the industry will become a good corporate citizen. Once successful it will not only upgrade the area with property taxes and employment, but it will also contribute to the little league, the library, the civic clubs, the United Fund and endless other social benefits.

Can an industry make a profit in your town? If so, help us spread the word!

Indiana Spelunking

by Debbie Tower



Today's exploration of the mysterious and the awesome leads men along uncharted routes to the moon. A hundred years ago, men had to conquer, or at least tame, a western frontier that challenged their patience, strength, and endurance. What links yesterday's with today's men is that sense of adventure, that sense of knowing, seeing, and feeling what hasn't been known, seen, or felt before.

The average person in contemporary society is unable to accompany astronauts on lunar flights, but he can still enjoy the excitement of exploration—exploration literally within the earth rather than thousands of miles beyond it.

Over 400 caves have been discovered in Indiana, giving spelunkers and speleologists (cave scientists) miles of underground passages to investigate. Reportedly "one of the most beautiful caves in America" is **Marengo Cave** which is located in the town of Marengo in Crawford County.

Marengo Cave's discovery, on September 6, 1883, is not unlike the uncovering of other caves in the state; many such findings happen by accident. Two young children, a brother and a sister, while playing in a woodland in the northeast part of Marengo, chased a ball near an opening in the ground. Further exploration led them down a 123 foot sinkhole into the cave. The town, considering its new discovery "most beautiful," opened the cave to the public later that year.

Now visitors descend a man-made, concrete stairway to a low-ceilinged (5½ to 6 foot) passageway that leads to the cave's two main passages. The longer one, that angles off to the right, is toured first, while the shorter one, believed to be more attractive, is seen last. Electric lights are used to enhance the appearance of many formations.

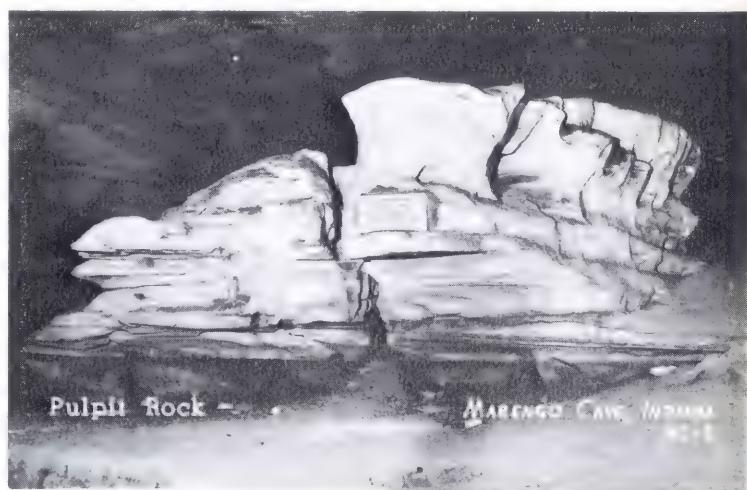
Millions of years of nature's shaping have created Marengo Cave. Speleologists estimate that it is as old as the Tertiary Period which began about 12 million years ago. Equally amazing is the fact that the cave is 98 per cent active; it is still alive and growing.

The cave, like most of the others in Indiana, resulted from an underground stream that eroded limestone bedrock. Eventually, it had grown so much that not all of its underground passages were "subjected to continual solu-



This and the next page illustrate the intrigue, variety, and natural wonder inherent to Marengo Cave. The top picture of this page shows the "Queen's Palace", one of the many symbolic chambers along the labyrinthine path through the cave. The bottom picture shows "Pulpit Rock."

The top picture on the next page features Mt. Vesuvius and at the bottom is "Pipe Organ."





tional erosion." Instead, the cave's beautifying process began. Formations, or speleothems, were shaped by calcium bicarbonate deposited through the solution of the cave's ground water as calcium carbonate.

As visitors from throughout the country walk through the cave (on the earth floor deliberately left unaltered by any man-made walkways), they can see that each formation is unique. A number of speleothems are given names because of their resemblance to an object, animal, or person.

One of the first formations seen when touring the cave is a group of helictites, white in color, that are similar to coral growth under water. Helictites are irregularly shaped stalactites formed by air currents moving through the cave.

Pulpit Rock is a huge formation so resembling a pulpit that church services have been held in the cave in candle-light.

Further along the passage is a theatre complete with sound and lighting equipment. Cavern Corral Group, under the direction of the local music teacher, gives performances to audiences of about 300. Theater goers are forewarned, however to wear warm clothing since the cave temperature is consistently 54 degrees.

Cave Hill Cemetery is one of the most unusual collections of stalagmites. These stalagmites are white (because of the presence of calcium and the absence of iron) and translucent and have been likened to the white marble towers of Italy or tombstones in a cemetery. Several of the "monuments" are nearly pure calcium.

Mt. Vesuvius is a striking stalacto-stalagmite, a speleothem formed by a stalactite and a stalagmite growing together. Because of the flowstone, giving the stalagmite a wet, shiny appearance, the formation resembles a volcano in eruption.

Another example of stalacto-stalagmites is the Pillared Palace where many such formations suggest to visitors a garden of columns. White lights are used to draw out the red and yellow coloration in the formations, while colored lights give the columns a pastel color.

A mass of stalactites, or ceiling formations, grouped next to one wall of the cave, called the Pipe Organ, not only looks like the pipes of an old organ, but also emits different musical tones when struck with an iron rod by a guide.

Chrystal Palace is a large, fancifully adorned chamber of the cave. It is 200 feet long, 75 feet wide, and 40 feet high. Thousands of stalactites hang from the ceiling, and lights are placed strategically to illuminate the room, creating a "subterranean world of color."

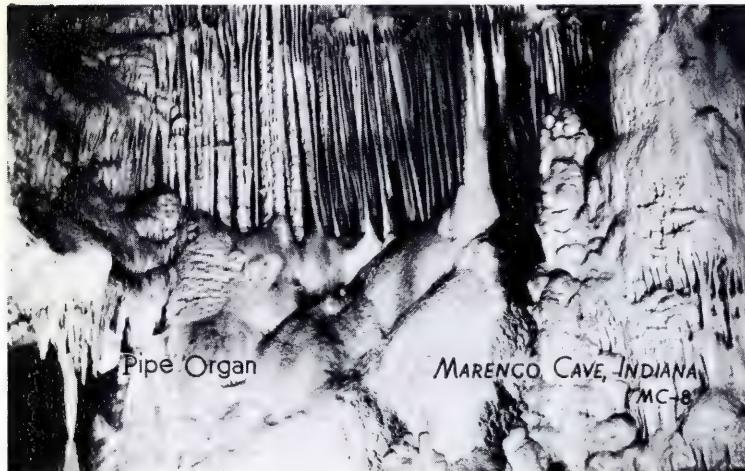
At one point along the cave path, visitors can look behind them before the normal touring lights are shut off to see the silhouette of an Indian head carved into the edge of the cave wall. Different features of the profile are actually parts of different walls, but at a distance the head appears to be one sculpture.

There are literally hundreds of speleothems, for example, the Rock of Ages, Tobacco Shed, Diamond Dome, Queen's Palace, the Elephant's Head, Music Hall, not described here. Yet each one is an original, distinctive creation best appreciated by a guided tour through the underground passages.

Marengo Cave is owned and operated by a local family. Guides, however, are hired during the season to lead tours.

The cave and souvenir shop are open daily from 9:00 to 5:00 from April 1 to October 31. Admission charges are \$2 for adults and \$1 for children. Special group rates for ten or more people are offered.

Marengo Cave is located on Highway 64, 116 miles south of Indianapolis and 40 miles west of Louisville.



TALBOT STREET ART FAIR



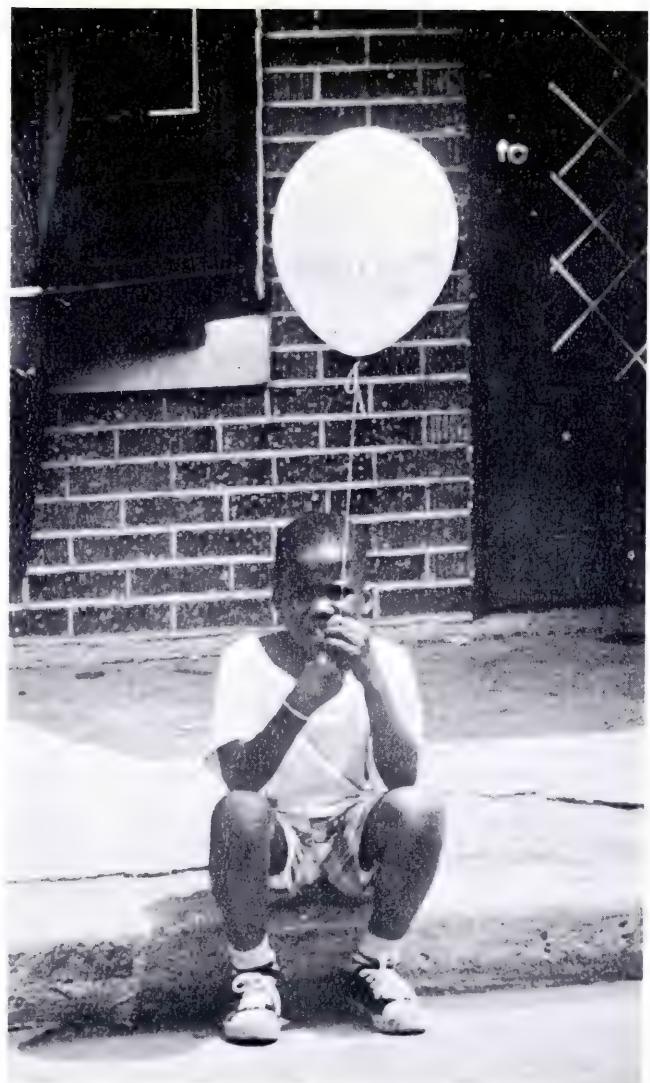
Featured on this and the next page are scenes from the 1971 Talbot Street Art Fair, scheduled this year for the weekend of June 3 and 4. The two-day exhibit is shown in Talbot Alley which is behind the John Herron School of Art, running between 14th and 15th Streets and Pennsylvania and Delaware Streets.

This is the seventeenth year for the Fair. In that time, the show has grown considerably, drawing more than 175 exhibitors and 30,000 visitors. Both exhibitors and visitors come from distant points for the Fair. The prerequisite for an exhibitor is that he belongs to the Indiana Artists Craftsmen Association which sponsors the Fair.

Both exhibitors and visitors have chances to win prizes. Display artists and architects award three prizes to the exhibitors judged to have the best work, and visitors have the opportunity to participate in the drawing for prizes donated by the artists.

Not only arts and crafts are featured in the alley but also folk singers, strolling troubadours, and puppets.

If you have an interest in fine arts, the Talbot Street Art Fair is recommended to your attention!



ITS INFORMATION, INDUSTRY'S PROFIT

by Jane Blankenship

Assistant Director, International Trade Division



The prime function of government is to provide service to its citizens. The Department of Commerce directly serves businessmen and indirectly serves all taxpayers by bringing more revenue to the state through new industry and increased tourism. One service provided by the department is overlooked by many businessmen. It is a relatively new service in a field which has just recently gained significance to state governments: **international trade**.

The international trade division was established by legislation to educate and inform Indiana businessmen in the varied opportunities available to them in international markets. The very large international companies in Indiana have their own international divisions. Because of this, small and medium-sized firms often overlook potential international profits for want of personnel or information.

During the past two years, it has been the objective of the International Trade Division to accumulate, organize and dispense all the information a potential exporter, small or large, might need. The time is nearing when we will just about have satisfied our goal. The only obstacle remaining is getting businessmen to take advantage of our services. The other divisions of the Department of Commerce are well known and people do use their facilities. We in the international trade division often feel like the TV repairman who grows old waiting for his phone to ring. *Let us tell you what we can do for the novice exporter. We can provide you with the information to decide if there is profit for your company in the international market.*

Marketing information is one of the areas involved in determining export potentials where the International Trade Division can be most helpful. Over fifty foreign publications are received each month which keep the division's country files current with economic statistics, trade regulations and product needs in the major trading nations. In addition to foreign publications, the division subscribes to several U.S. Department of Commerce marketing publications which are at the disposal of anyone who wishes to use the information. *One of the latest additions to our files of materials is a Schedule B Commodity by Country report.* The information provides a basic knowledge of where U.S. exports are being sold. Whether you make asbestos packing, gas generators or children's books, this publication will provide a beginning. Exports are listed by quantity and value for current month and cumulative to date according to country of designation. For example, in 1971 U.S. total exports of industrial dairy machines totaled \$1,647,989. Mexico received \$203,032 of that total while Italy purchased \$99,706 worth of dairy machines from U.S. manufacturers. **With knowledge of where commodities have been exported in the past, we can predict generally where the major markets will be in the future and what trends are developing.**

The shipping companies and air cargo companies can usually provide marketing information in the areas they service. Several of the major transit companies have recently established midwest offices because they see the vast potential for products from this area in international markets. The international trade division has tried to become familiar with the vast resources provided by these companies.

The division maintains a *Trade Leads File* which contains foreign requests for specific manufactured products and a file of foreign agents. As leads are received, Indiana companies on the mailing list are notified of the product, company and agent to contact directly. Any Company interested in participating in this program is welcome to send export product information and address. The program is not yet a year old but already several major sales have

been made as a direct result of these trade leads.

Annually, the international trade division sponsors seminars designed to give the new exporter an idea of markets and procedures. Speakers from the fields of government, business and business education speak on every aspect of exporting from what products are most likely to sell in England to how to fill out an export declaration. A major seminar lasting two days and dealing with Soviet, Chinese, African and Middle Eastern trade was co-sponsored with the Bureau of Public Discussion of the Division of Continuing Education of Indiana University.

The division publishes many booklets which cover a wide variety of topics. Two of these booklets contain *selected speeches from the 1970 and 1971 Seminar Series* to offer those who were unable to attend one of the seminars in their vicinity a chance to study the material. Annual estimates of Indiana exports by Standard Industrial Classification are published to guide exporters in the different commodity areas. In addition to marketing information, *there are several "how to" export publications*.

The International Trade Division has done some selling on its own. The objective was to make foreign buyers familiar with the type of products available to them in Indiana and why they should look to the Hoosier State. Over 3,000 copies of an export and investment publication have been distributed overseas. A World Trade Directory has had an extensive overseas mailing. This directory lists Indiana exporting companies by product as well as information on transportation and financing. Foreign agents and distributors have had so great of an interest in this publication that an all new directory is being compiled which will also include importers.

Agribusiness

One area which has been neglected in the past is agricultural exports. The division has tried to correct this omission with two new publications. They will be directed toward domestic exporters and foreign buyers. We have also expanded agriculture files and contacts with agribusinesses.

Not only must the novice exporter determine where to start exporting but how to finance and transport his merchandise. Many times companies receive specific requests for their product, so the initial marketing problem is solved. Then, the international trade division can help you determine what means of conducting international business is best for your situation. We can tell you what are the various functions of banks, freight forwarders and combination export managers. If you want to handle your own shipping and documentation we can give you publications on organizing your own international division. The files contain port directories, air cargo information and foreign documentation requirements.

The services briefly outlined generally cover the facilities of the international trade division. We cannot tell you everything you have to know about exporting, but we can give you a good idea of what you can look forward to in involving your company in international business. Too many businessmen become satisfied with their domestic markets and assume exporting is too complicated for a small firm. The international trade division wants to try to show you that international markets can be very profitable. Why not give us a call.

Indiana Ports:

Cargo figures for the 1971 shipping season at Burns Waterway Harbor show a 28 percent increase in traffic volume over the previous year. *This coming year promises an even larger increase with the completion of general cargo facilities.* These facilities consist of a modern, 56,000 square-foot transit shed, two ship berths and about six acres of paved, flood-lighted outside storage area. The completion of these new facilities will create a variety of new jobs for waterfront workers. Ships calling at the terminal will generate new business opportunities through their needs in goods and services. New shipping activity will produce additional tax revenues. It is estimated that each ton of general cargo generates \$20 in direct revenue to the port and surrounding area. Also, for the first time, many Indiana farmers and manufacturers will have an option in selecting the best and most direct route for their goods to reach foreign markets. In many instances use of the Port of Indiana should result in lower transporta-

tion costs and reduced shipping time, thereby improving the competitive position of Hoosier products in world markets.

It is expected that at least a dozen new foreign lines will be calling at the port this year. Container shipping is expected to become more significant with the use of new ships which can navigate the Seaway locks.

It was expected that winter would bring an almost complete closing of the port, but coastal barge traffic held up well.

Acquisition of land for the southern Indiana Southwind port project has begun. It is expected that the first construction contracts will be let next fall.

The Indiana Port Commission can provide a slide presentation and speaker for group meetings. If you are interested in learning more about the Burns Waterway facilities, contact Jack Fitzgerald, Chief Executive Officer and Port Director, P.O. Box 189, Portage, Indiana 46368.

Rushville, for example

The "Small Side" Of Indiana

by Paul W. Barada



Indiana seems to strike two images—either one thinks of it as a state of agriculture and small farm communities or of manufacturing and larger urban areas. The fact is—both images are valid.

The essence and unique flavor of Indiana comes from its particular combination of rural and urban characteristics. Indiana has not been predominantly an agriculture state with concomitant rural, small-town preponderance since the 1920's. Still, nevertheless, well over 2 million of Indiana's 5.1 million people live in towns of less than 20,000 population. This means

that small towns and small town life are still an important element in the state's character and composition.

Take Rushville, Indiana for example. Located in Rush County, Rushville is typical of a prosperous Hoosier farm trading center. Founded in 1822, one year after the organization of the county and only six years after statehood was declared, Rushville possesses many of those qualities that have typified Hoosier life for over a century and a half.

But what are small towns like and what makes them such an important ingredient in the total Hoosier portrait? Rushville follows the pattern of most small towns.

First of all, there's a Court House and a courthouse square. In Rushville's case, the Court House, which was built in 1898, dominates the business district and can be seen for many miles in all directions. (Like so many small county seats, the courthouse was built to monumental proportions in relation to the rest of the town.) And, of course, with every courthouse square there are always a





few retired gentlemen who spend their leisure time discussing past "victories" beneath the shade of the courthouse trees.

Every small town, and Rushville is no exception, has a Main Street. In Rushville, Main Street really is *the* main street lined with the shops and businesses that add their own special touch of personality to the town.

Down the street from the courthouse is a clothing store, still owned by the aging World War I veteran, who doesn't come to work quite so early these days. With a little coaxing, however, one can still hear tales of doughboys, trenches, and a distant mademoiselle. Further down the street is a jewelry store operated by a descendant of one of the county's earliest pioneers.

Over on the corner is the quaint old drugstore, with many of the shiny glass apothecary jars still lining the shelves. The ornate polished oak display cases, the hardwood floors that creak a little here and there, the large rolls of green paper and balls of twine for wrapping packages, the mechanical scale in the corner that tells your fortune along with your weight for a penny, all add to the atmosphere of a time when life was a little more simple, a little less hectic, a little more "personal."

Across the street is the local movie theater, which once was a stop on the vaudeville circuit. Needless to say, the "X" rated movies haven't come to towns like Rushville yet. On another street is the new fire station with its clean glistening equipment, brass pole, and checkerboard ready for a lazy summer afternoon.

Around the edge of town there are several businesses that cater exclusively to the farm-oriented economy of the area. Most of the major farm implement dealers are represented, plus a large grain elevator and some feed stores. All of these kinds of businesses are unofficial meeting places for the farmers of the area. Although they may not look the part when they come to town to buy a new part for a tractor or cornpicker, Hoosier farmers are some of the world's most successful farmers.

Sundays are an especially good time to acquire a feeling for Indiana's rural communities. Religion plays an

important part in the lives of the people of towns like Rushville. Several impressive and historic churches can be found walking a few of the streets in the residential areas. The friendliness and warmth of the people somehow seems even more apparent on a sunny Sunday afternoon; picnics in the park, kids fishing along the little stream south of town, elderly couples napping on a wide front porch, people waving a friendly greeting as they pass on the streets. There seems to be a sense of stability too. The stately Victorian homes framed by huge trees that arch over the quiet streets add to the feeling of permanence about it all. All these elements contribute to the easy relaxed mood of small town life.

East of town is the cemetery. A lot can be learned about a place by looking at its cemetery. Just to the left as one passes through the arched stone entry gate is an impressive monument to the men from Rush County who fought in the Civil War. In another section are newer monuments to the men of later wars, row on row. Wendell Willkie is buried in that cemetery, one of Indiana's best known sons. In the old part there are several tombstones that still bear readable epitaphs to the early citizens of the town and county who were victims of smallpox and cholera epidemics. There are also countless other markers for people who never became famous or did anything great, except live out their lives as best they could.

All of these are testaments to the trials and hardships of those who have gone before, but they are also reminders of the pride and steadfastness of the people of Indiana's little communities.

But towns like Rushville aren't just something that used to be. They are still there and alive and making a positive contribution to Hoosier life. Small town living is characterized by making plans for the new high school, festivals in the summertime, the county fair, new industry coming to town, the Fourth of July parade, a stroll to the park in the evening, a trip to the country for some fresh vegetables, and many more little things that enrich the lives of the people who still live there.

Indiana is "metropolitan cities." It is college towns. It also is the small communities, like Rushville.

Private Technical Schools

by Sonya Saunders

Director, Office of Consumer Affairs



Considering enrolling in a private technical school to continue your education?

Modeling
Dog grooming
Locksmithing
Bar tending
Pilot training
Masseur school
Chef's school
Deep sea diving
Heavy equipment
Correspondence school
Business school

There are some 300 such private schools in Indiana. According to Public Law 313, a "private school" is "... any person doing business in this state by offering to the public for a tuition, fee or charge, instructional or educational services or training in any technical, professional, mechanical, business or industrial occupation, either in the recipient's home, at a designated location or by mail. . ." These 300 schools involve approximately 25,000 students and equal approximately \$8 million tuition.

Because there were rising problems in this area, the Indiana Private School Accrediting Commission (IPSAC) was created by the 1971 Indiana General Assembly. Mr. Joseph A. Clark, Executive Director, explained that the commission was charged with the two-fold responsibility of establishing standards to help upgrade the area of post-secondary private occupational, mechanical and business courses, and to utilize its given authority to prosecute unethical operators who attempt to defraud the public. *This is the first time there has been a specific education protection agency in Indiana.*

By July 1 all private occupational schools in Indiana must be approved and accredited by this commission or they cannot do business. Also, any school located outside the state who sends agents into the state to solicit students must be accredited by the Commission. The law states that "any obligation, negotiable or non-negotiable, providing

for payment of a course or courses of instruction shall be void if the private school is not accredited to operate in the state of Indiana."

And "any person who violates any provision of this chapter except as otherwise provided shall be guilty of a misdemeanor and the violator shall be liable to a fine of not to exceed one thousand dollars (\$1000) or a term of imprisonment not to exceed six (6) months or both such fine and imprisonment."

Clark is proud that "*our commission was created by one of the most powerful laws in this area in the United States.* The Department of Health, Education and Welfare suggests our law as a model for legislation in other states. To date we have recovered some \$10,000 since August 1, 1971 in actual moneys and contract cancellations."

The law states that "... they shall not make claims as to specific salaries, salary ranges, employment or job availability to prospective students that are beyond the scope of the school, community or job market." Therefore avoid schools which guarantee or promise employment or wages.

"... any advertisement that is placed under 'Help Wanted' or 'Employment' section, and it is clearly shown that this was placed at the school's request, will be grounds for immediate suspension of the school's accreditation . . ."

Beware of promotional gimmicks such as, "Sign up now and we will give you the course of \$X instead of the regular price of \$Y," or the line "Sign up now, the class will be closed tomorrow." Take your time and think about it.

Example: Mr. Typical Man reads an advertisement concerning a job as a truck driver, near his home and paying a salary from ten thousand to fifteen thousand dollars. He, naturally, becomes interested.

After Mr. Typical Man contacts the school he is interviewed by a "Training Officer" or "Safety Engineer" from that school. He is asked to pay a \$195.00 bonding fee. After a short training period and the completion of a pre-data course requiring one hundred hours to fulfill (which is to be taken at home), he will be given interviews for a job within his area at the going rate of \$6.60 per hour.

In fact, Mr. Typical Man soon learns that the \$195.00 bonding fee was a nonrefundable registration fee and that

the one hundred hours pre-data could have been completed in ten to fifteen hours. To qualify for the actual training he must pay an additional seven hundred dollars and take his training from a school usually located in another city and sometimes, in another state. If he pays the additional money and takes his training, he soon encounters other difficulties.

The job "near his home" could be fifty miles from his home or farther. Sometimes he is given contacts that are located in other states. Often times, the "prospective employer" has never heard of the training school and has no work available. In some cases, the "prospective employer" does not even exist.

Clark stressed that the contract should be read thoroughly with a clear understanding of what is being asked and what is being given. He added that ***ORAL promises are NEVER VALID.***

"Letters explaining the commission rules and regulations have been sent to all high school counselors, so if you or your child have a question you may contact them first. We receive calls from the Better Business Bureau, Chamber of Commerce, newspaper, police, counselors, Federal Trade Commission, etc, questioning schools. We have a pretty good grapevine throughout the states to check on the schools," Mr. Clark pointed out. There are also three accreditation agencies recognized by the Department of

Health, Education and Welfare:

- 1) National Association of Trade and Technical Schools
- 2) National Home Study Council
- 3) Accrediting Commission for Business Schools

So check for these specific agencies when you are considering a school.

"When we receive a call requesting the name of the best school in a particular area of study we ask them where they live or want to live. Then we list several schools in that area and suggest they check them all to see what they offer, the cost, and other advantages."

"Our office will answer questions or help with problems relating to private schools of higher learning," Clark concluded. If you have questions, call or write:

Indiana Private School Accrediting Commission
ROOM 224 State Capitol Building
Indianapolis, IN 46204
Telephone: 317/633-4398

NOTE: This new commission is not listed in the 'Golden' issue of the Indiana Consumer Government Information Handbook. We suggest you list this and any other local "consumer" agencies in the space provided in the back of your book. If you do not have a copy, write to the Office of Consumer Affairs through the Dept. of Commerce.



COOPERATIVE EXTENSION SERVICE

(This is the sixth in a series of seven articles about rural development in Indiana. This series includes the Farmers Home Administration, Rural Electrification Administration, Soil Conservation Service, Agricultural Stabilization & Conservation Service, Cooperative Extension Service, and Forest Service; the last article will discuss the Forest Service.)

Each Indiana county has an office of the Cooperative Extension Service, supported by funds from the county, state, and U.S. Department of Agriculture. Traditionally the Extension Agents who work in these offices have been chosen by local Extension committees, and their job has been to give educational help on problems of plant and animal care, youth, and homemaking. They have been backstopped by a state staff of subject matter specialists at Purdue University because Extension was set up 58 years ago as part of the land-grant college system. In its beginning, it was designed to help the rural people particularly, those who were isolated and who needed continuing education on farming and homemaking methods.

Through these years, Extension people have achieved international renown for their work in helping improve crop and animal production, for their 4-H Clubs under the guidance of volunteer leaders, and for their home demonstration projects and organizations. Questions asked by people in the counties have been translated into applied research programs in the Agriculture Experiment Station at Purdue. These have, in turn, resulted in such things as demonstrations and field days that show as well as tell about research results.

Now the geography of rural living has blended with that of suburban living as people move out. They want to know more about lawns, trees, flowers, gardens, landscaping, sewage disposal, pet care, along with the changing problems of family living, and community development. In order to meet these expanding requests for help, Extension has changed some of its emphasis and its organization.

Four major program areas are getting attention from specialists. They are crop and animal production and marketing, youth, family living, and community development-public affairs. *Where once each agent worked in only a single county, now many of them live in the counties and work in a multi-county area. Some also now work out of area offices in Versailles, New Albany, Evansville, Terre Haute, Indianapolis, New Castle, Kokomo, Lafayette, Westville, and Ft. Wayne.*

Each county thus continues to have a resident staff, but additional specialists are on call in nearby counties to help solve problems that relate to their special expertise. When questions get beyond the competence of field staff, the Purdue-based people can be called to reply by telephone, by publication, or in person. Problem-based re-

search continues to be done in all states, and its results are available to Extension people in Indiana.

Complex problems of an expanding society are reflected in the kinds of added things Extension is doing. Its once farm-based 4-H program has moved into the urban and suburban neighborhoods, still with the volunteer leader philosophy, but with projects and activities that appeal to the non-farm youngsters. Similarly its home economics programs have expanded to include nutritional education for disadvantaged families, and a broad scope of family living education that has more urgency as people crowd together.

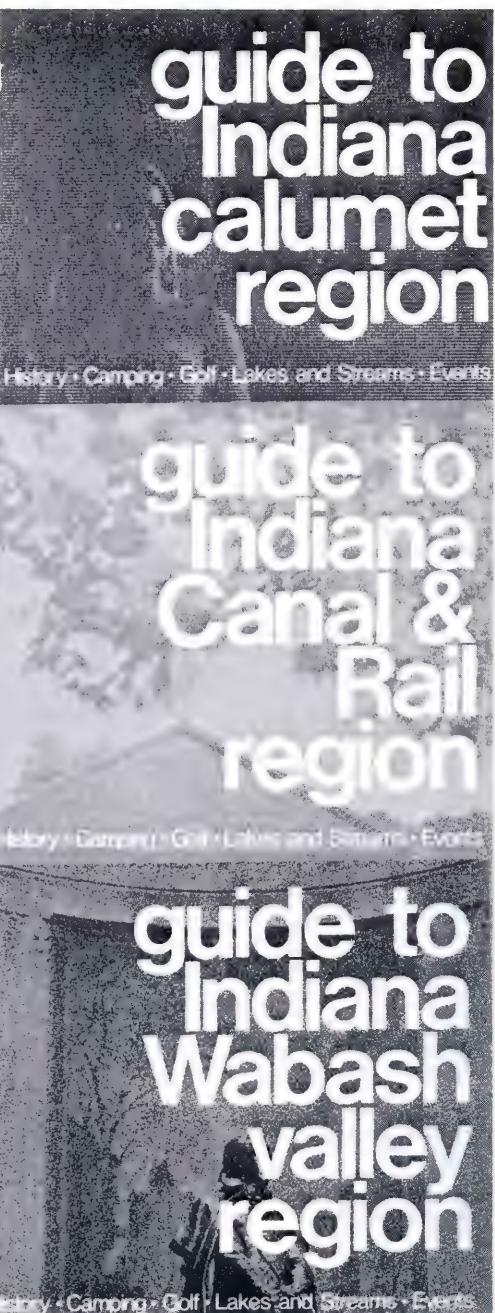
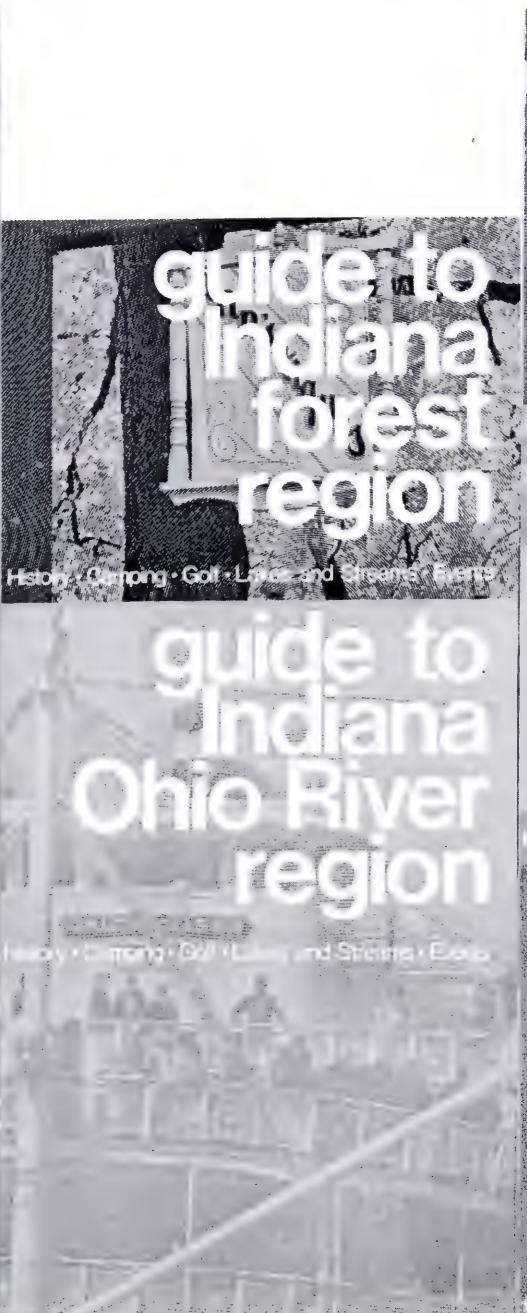
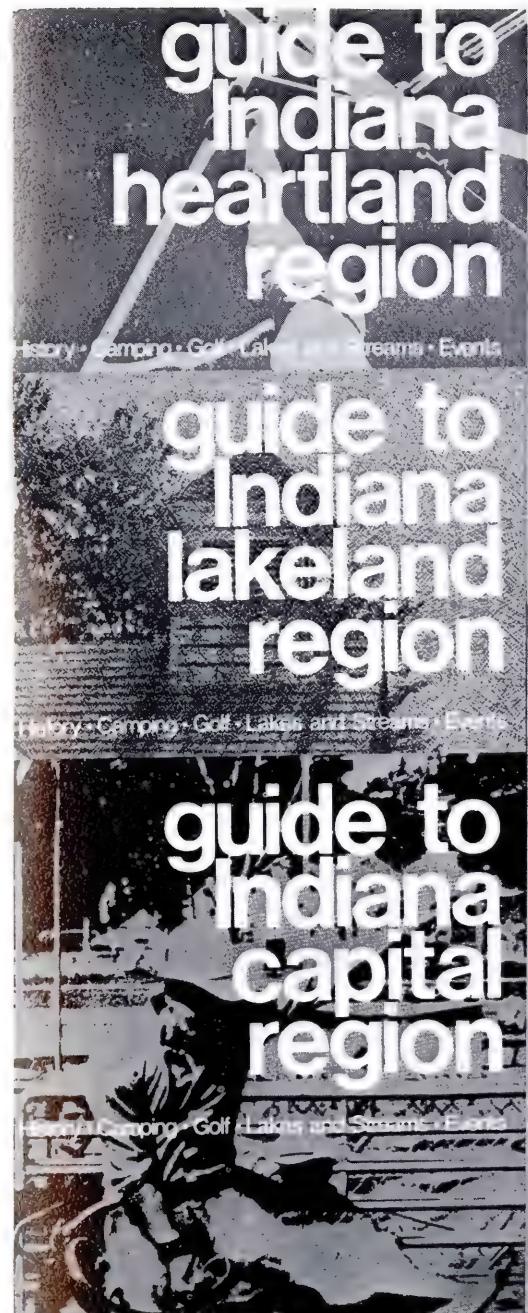
Indicative of the new direction, and related to the series COMMERCE AND INDIANA has been running on Rural Development, is the Extension project in community development. This is an outgrowth of a long-time program in public policy, where specialists tried to get educational material to people, looking at all sides of the problem and letting them decide from the evidence how they wanted to view it. Now again the community development program builds from those people who see problems that need solving in their own communities.

Of course, Extension joins with many other local groups in community development work, as well as with other state and federal agencies. Service and action committees in most communities are also trying to improve life for the people who live there.

Each community or county has its own methods for making decisions. One of these that Extension has found helpful for some areas is the county study committee. Thirty-five counties of Indiana now have organized such committees to look at problems and try to set priorities for local action. The study committee usually has no money and no official sanction to take action on problems. It is not designed as an action group, but as a study group. Its members are some of those who can *look at the total range of county problems, studying in the framework of what is best for the most people.*

Once a problem has been given a high priority, the study committee asks other committees to take the discussion out to various organizations and groups. If people generally show interest, then action committees are formed to implement the program. Meanwhile help is recruited from other resources that have input on the problem—universities, federal and state agencies, industrial and business organizations—and individuals with particular knowledge.

Several other states are using the Indiana system, adapting it and finding it useful in implementing development of their rural communities.



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"Heritage" water color and pen and ink by Ann Timberman, art teacher at Lawrence Central High School, Indianapolis

PHOTO THIS PAGE

Campers and Hikers Convention. (see page 30)

INSIDE BACK COVER PHOTO

Latest publication by the Division of Planning. It's free.

PHOTO CREDITS

Photos on pages 5, 6.....Evansville Chamber of Commerce

Photo on page 14.....Indiana Repertory Theatre

Photos on pages 18, 19, 20.....South Bend Chamber of

Commerce

All Others.....Indiana Department of Commerce

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Temporary Housing for 60,000*

Legislative Acts, 1972

Attorneys, educators and private citizens may now order copies of the Acts of 1972. These volumes, containing all laws passed by the Second Regular Session of the Ninety-Seventh Indiana General Assembly, will be published before August 1. Laws enacted by the 1972 General Assembly give the responsibility for printing and distribution of Indiana statutes to the Legislative Council whose staff prepares all bills and resolutions for introduction. This same law enables the Council to contract for all the printing of bills during the session. Until this year, the responsibility for the distribution of the Acts lay with the Secretary of State.

The Legislative Council prepared 1191 bills and resolutions for Assemblymen of which 884 were introduced and 269 passed. The Governor vetoed eleven bills and five of those vetoes were overridden by the General Assembly. All acts which did not include specific effective dates or emergency clauses making them effective upon

passage will be in effect as soon as the Acts are promulgated.

Persons interested in ordering a copy of the Acts may send a check or money order payable to the Indiana Legislative Council in the amount of \$10.00 to:

Shannie Wilson
Public Law Department
Legislative Council
301 State House
Indianapolis, Indiana 46204

Copies of the Acts of 1971 and the Indiana Code of 1971 are available from the Secretary of State's office for \$10.00 and \$20.00 respectively. Requests for these volumes should be directed to:

Secretary of State
201 State House
Indianapolis, Indiana 46204

MAKING A COMMUNITY TICK

by Bill Watt

Director, Division of Public Information



What makes a successful community project tick?

Indiana abounds with organizations, ad hoc committees, service clubs, professional groups, industry specialists and individual citizens, each trying to make contributions to the local well-being.

Their goals are varied and some of these groups have produced local success stories. Others have failed. Still others seem to conduct meetings for the sake of having meetings.

Staff members of the Indiana Department of Commerce deal with these people and situations on a daily basis, whether it be to talk of new industry, tourism promotion or the improvement of community facilities so that a city will be a better place in which to live.

Their experiences in dealing with local projects have resulted in some insight as to the effectiveness of civic endeavors and some ideas on how to make them better.

Recently, three of the department's division directors met, for purposes of this interview, to provide some observations.

They were Miss Linda Jester, tourist director; Daniel A. Manion, industrial development director, and T. W. Schulenberg, planning director.

Their consensus was that support for a specific community project usually comes from a handful of people, often just one individual.

"Where tourism is concerned, it always seems to be five or six people who take the lead and do most of the work," Miss Jester commented.

"Instead of broad-based community support that we would like to see, it always seems to be one or two people," Schulenberg said.

Does this mean, then, that pinning our economic development hopes on local groups may not be working out?

"About 95 per cent of the real success stories are generated within the community," Manion said. "The greatest successes come when local people take it upon themselves to generate the enthusiasm. It doesn't come from us and it doesn't come from the federal government, though we can help."

"One guy in a town of about 1,000 people really took the bull by the horns in an attempt to get a new industry. He lined up community support, got the building built and insured that utility services would be available. The company is now on the verge of making a final decision in favor of that town."

"The most important element is enthusiasm provided by someone who can get the job done," he continued. "There is a lot of wheel-spinning. In many areas, local economic development commissions are lazy or dormant. Industrial development corporations sometimes do little or nothing. There may be as many as 10 committees in a community all supposedly working to make their city better but not getting anything accomplished."

On a more positive note, however, Manion maintains that the slack they create is taken up by individuals or very small groups of dedicated people "who in each case put together a package that they can sell to the total community."

The initiative for these people to become involved, the directors agree, is profit, although they have found that some people will get involved just for civic benefit.

"The only reason the state and localities have tourist promotion programs is that these devices make money for them," Schulenberg said.

"The example about the small-town man who is working to land an industry illustrates the point," Manion said. "He stands to make some money, because of his line of business, but the entire community will benefit from his initiative."

"That same profit motive is the factor that brings realtors, banks and utilities into these industrial development endeavors," he added.

Profit seems to be the incentive but the three have encountered situations in which local businessmen either don't appreciate the potential or aren't that eager to undertake extra work, even if it does mean money in their pockets.

"I've found that in numerous cases downtown retail merchants tend to be negative toward local festivals or other events that would draw tourists from outside their immediate area," Miss Jester said. "And while motel owners usually will cooperate in these projects, they look upon it more as a public service than as a means of increasing their business."

A frequent objection from merchants, she said, is that they don't want to work on weekends, which is the time most festivals are scheduled.

"Businessmen who operate on weekends sometimes have different ideas about how a project should be carried out than do those who do business on a five-day week," she noted. "Conflicts such as these can drain impetus from tourism projects."

"In many cases, the only way that local backers can change their minds is to prove they'll make more money," she pointed out.

Schulenberg, whose planning division channels public money to a variety of local projects, said that he "must be cautious in public projects pushed by private individuals to insure that general community betterment will be achieved."

Manion said he has encountered isolated cases in which existing industrial and business leaders oppose new industry because they don't want to see wage rates driven up.

"Often overlooked as well is the potential for expansion by an existing industry," he said. "But there have been times in which the industry and the community aren't getting along and cooperation just doesn't exist. These problems can result from some very minor differences."

As long as that state of affairs prevails, the company won't consider additional investments in a locality.

The directors were unanimous in saying that community support for development projects must be broadened but that merely getting more people into the act isn't enough.

"Many people will show up, pontificate and then leave," Manion observed. "Some support for a program usually exists but you have to motivate those people to actually support it. Everybody is for community programs but few will back them actively."

The industrial development director also said that each community has a bloc of obstructionists who have enough power to cut many proposals.

"Expand the base by getting the activists together, then sell other people on not standing in the way," he recommends. "You must neutralize the obstructionists so that the doers have a clear path."

Miss Jester said:

"We've found that in local tourism efforts, a workable way to stimulate broader support is to incorporate other community groups, encouraging them to independently take over a specific new phase of the program. It is more efficient and each organization involved feels it does have a role in the overall framework."

Coupled with the need for more widespread participation is the need to start thinking ahead toward grappling with a community's problems and needs.

"Some act on a crisis basis," Schulenberg commented. "They won't move until there is a massive demonstration of need. More and more, people are coming to realize that they must make investments in their city before they can start exploiting its precise economic prosperity."

Manion cited public works investments as an illustration:

"We find that the townspeople may take the attitude that they see no need to upgrade their water or sewage capabilities until an industry has made a firm decision to locate a new plant.

"The industry, with many locations to choose from, takes the position that it won't make any commitments until it sees that adequate services are available."

Situations such as this can be troublesome, Manion contends, because the cost of public works projects is an important factor. Citizens are reluctant to lay out large sums of money. On the other hand, they may not be able to bid for economic growth without doing so.

Government agencies can be helpful in the overall process.

"If a civic organization merely wants a speaker for a program about local economic development, it is usually a worthless occasion," Manion said. "But if a group has formulated a program and wants us, as more-or-less outside experts, to help them sell the idea locally, then it can be very productive."

Miss Jester finds that she often is a sounding board for sponsors' ideas.

"They want advice on what they are doing right and wrong, what types of programs have worked elsewhere, and technical assistance on advertising and other forms of promotion," she said. "There are many organizational techniques they can implement to save time and money and quite often these people are amazed at the simplicity of the concepts."

"We've found that planning is no longer a dirty word and that local leaders see advantages to proper management of their community resources," Schulenberg said.

He cautioned, however, that the notion of getting citizen participation can backfire.

"There is one situation in state government in which local groups are being asked to take part in developing long range planning needs and goals for health facilities," he said. "If you add all the people involved throughout the state, you're talking about 1,310 people attending meetings of one sort or another about four times a year. It adds up to about 26,000 man hours.

"There is a lot of wheel spinning in this project and at the rate it's going, the job won't be done in 10 years."

"In this case, it's a delusion to seek out citizen participation when we don't have state support for the project."



Ted Schulenberg



Linda Jester



Dan Manion

Recommended To Your Attention

by Sally Newhouse

Editor



Evansville, Indiana, is a city you ought to know about. It's really doing things.

Those statements can, no doubt, be made about lots of cities, cities of all sizes. But Evansville is still worth your attention. It's a city that makes promises and keeps them.

In the mid 1950's, Evansville suffered an urban cardiac arrest, the result of the post-war years economic sclerosis. Factories that had previously worked at full capacity were packing up and moving away. People were unemployed, listless and unhappy. Essentially, so was the city. New industry and business were not coming in fast enough to fill the community needs.

BUT . . .

The sixties saw change, significant constructive change so respectable that by 1971 the federal government declared Evansville a "city model" for its wise use of federal monies in redevelopment projects.

The federal redevelopment projects began in 1958 with demolition of a decaying, near-downtown area that was unproductive in helping unemployment, contributing tax monies or making products. In its place a commercial neighborhood was constructed that did produce employment, tax revenue and products. The ice of stagnation was broken; an example had been set.

In a word, the whole downtown central business district drew community attention for improvement. Beginning in the early sixties a new medical center, a \$25 million city/county/federal government complex including the courts and school corporation offices, and convention center were underway. So, too, with the housing projects for senior citizens and the downtown walkway to revitalize commercial business. Currently there is the \$13 million port project and the eight-block \$50 million Rivergate Commons complex for luxury apartment living, shopping, working or just plain relaxing. All that finished or at least under construction. All that centered downtown.

Typical of American cities, Evansville has remained fairly constant in population in the past two decades—1970 census, 138,764; 1960 census, 141,543—but its host county Vanderburgh and neighboring counties have grown considerably. People aren't flocking to the Evansville area but they do come steadily. The community is stable.

Indices of that stability are the large number of major companies that have plants and offices here. And the public school system that includes five high schools averaging 2500 pupils per school and curricula that are neither impulsively liberal nor statically conservative. The school districting, by the way, is providing racial and economic balance as designed two years ago. And the low unemployment rate—Evansville currently shows the lowest rate of all metropolitan regions in Indiana, 4.0 percent, a statistic also far below the national average.

For the last decade and projected into the future indefinitely, Evansville equals ambitious growth. *The energy* behind that growth is the steady and reliable civic *volunteerism*. Evansville has won regenerative civic support and the results are obvious; they spell prosperity. Groups of men and women from various facets of the community—business and industry, schools, research—who have decision-making abilities and perseverance to fulfill their objectives no matter how long range. Two such committees are the Committee of 25 and MEDC. The Committee of 25 is a group of community leaders appointed by the mayor four years ago as the "Downtown Renewal Coordinating Committee." This committee was one of several suggestions made in a study by Victor Gruen Associates in 1967 on the problems of downtown Evansville. The Committee of 25 is responsible for guiding the redevelopment and progress of the center city, estimated at \$70 million.

Another study, by the Fantus Company famous for industrial research and placement, has produced a small centrifugal force of constructive energy for industrial development. This group is called MEDC which is an acronym for Metropolitan Evansville Development Council of the Chamber of Commerce. It has eight liaison members from neighboring counties and eight members from top administrative positions in large companies locally. These last eight comprise the visitation committee; they do the public relations leg work, sending out letters to industry judged by Fantus as potentially

profit making in the Evansville area. Then, of those who respond to the mailing, these "Visitation Eight" actually go visiting.

Evansville is not a mistake. The progress here did not just happen. As Dr. Wallace Graves, president of the University of Evansville, put it "I think there exists in Evansville and, as far as I know, in communities throughout Indiana deep and enduring human relationships. I think people really do care about each other in specific and personal ways in our community." Studies have resulted from that concern; so have committees and construction. Redevelopment is the endowment the community and its future receives.

Evansville has other aspects, too. The port project in Mt. Vernon, a community a half-hour away from Evansville, is an enthusiastic plus for the Evansville area. Combine that project, which is not yet begun but definitely on the drawing boards, with the recently expanded Dress Regional Airport located in Evansville and its railway transport network. Together these elements make Evansville a transportation center.

Enhancing Evansville culturally and educationally are the Evansville Philharmonic Orchestra, 80 members strong, the Evansville Museum of Arts and Sciences, the convention center and adjoining acoustically excellent auditorium, the University of Evansville and the Indiana State University extension in Evansville. There are 3 major

general hospitals all with continuing expansion programs, the state hospital for mental rehabilitation, a regional children's psychiatric center and other medical facilities covering a broad range. For sport entertainment or opportunity Evansville offers the Evansville Aces, college division NCAA champions five times and sectional winners last year; the Evansville Triplets, AAA farm club for the Milwaukee Brewers, and currently leading their American Association league. There are eight local golf courses, and indoor tennis facilities, an outstanding local zoo and a park system that is well-kept and well-equipped.

Evansville is 167 miles south of Indianapolis, 170 miles east of St. Louis, 126 miles west of Louisville, and 300 miles south of Chicago.

No, Evansville isn't all good or all smooth-running. Sometimes it has serious problems with traffic, schools, labor, management, taxes—the tarnished side of the civic coin that all cities know. But *it has reasonably little of the civil strife that makes national headlines*. All the problems are here; the distinction is that they are still manageable and they are being addressed.

Evansville is not an urban utopia. It's at-home entertainment style and only quasi-sophisticated approach and tempo make it probably not a five star vacation favorite.

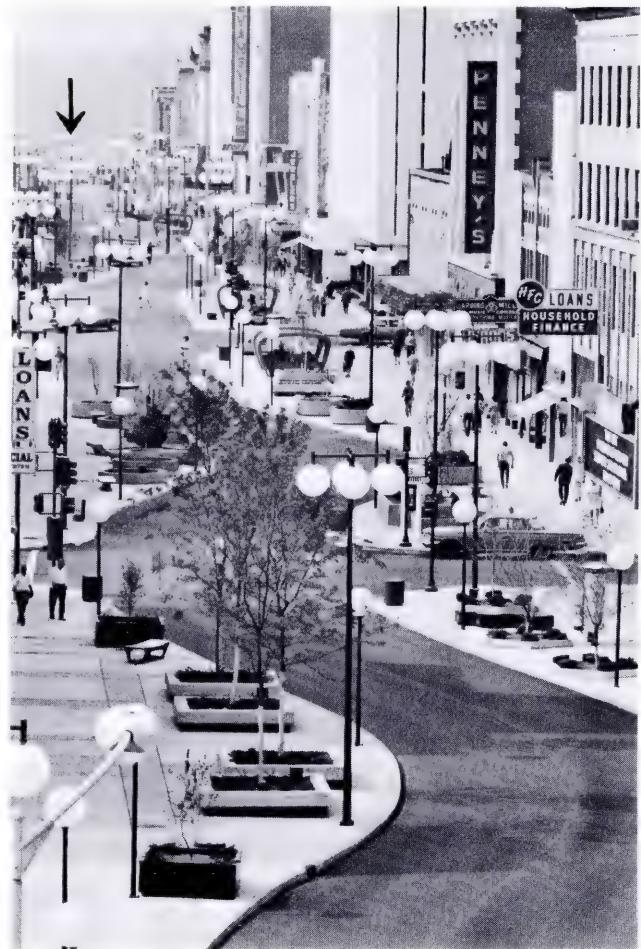
But you just might like to live here. I recommend it to your attention.



To the right is the Downtown walkway, part of the estimated \$70 million downtown redevelopment (there is even music that plays to the pleasure of the shoppers).

Above is the model for the riverfront plaza called Rivergate Commons.

The arrow in the picture to the right designates where the plaza is being constructed.



Financial Assistance To Industry

by Dan Manion

Director, Industrial Trade Division



During visits to communities or in phone conversations with local leaders, the question of financial and tax incentives for new industry often comes up. Should we allow tax moratoriums? Should we give free land? Does the state have low interest loans or grants?

Admittedly, because of the various enticements that some states advertise, industrial prospects are curious about any "benefits" that Indiana might have. My stock

answer is that we don't offer tax moratoriums or easy money, for to do so would be a gross discrimination against those industries that are already here and who have been paying their way all along. A rural Southern state may get away with this because they have little industry to discriminate against. Thus they can promise the sky without offending anyone.

As we have said before, however, one of the main reasons for encouraging the location of new industry in any community is to expand the property tax base. But if an industry is given a tax free ride for five or ten years, they still benefit from all of the expensive public services, such as gas, water, and streets. Thus they can become a liability rather than an asset.

One assistance program that the State of Indiana has is the Industrial Development Fund. *This law provides for a loan to local communities to expand a public utility for the benefit of industrial development.* Because of the very limited funds available, the loan is presently confined to those towns that have an industrial location or expansion conditioned on the extension of some utility, such as the water or the sewer lines. Even then the available money only provides for a fraction of what the community needs for the expansion.

Because of the limited number of government programs, much of our industrial growth depends on private financing. One vehicle which requires both government and private involvement is the **industrial revenue bond**. This program was also created by the Economic Development Act of 1965. The act creates the authority for a municipality (city, county, town) to form an Economic Development Commission, usually with three members, made up of an appointee of the Mayor, the city council and the county council (depending on the municipality).

The main thrust of this bond has been to issue industrial development bonds which are sold to private purchasers. Since the bonds are exempt from the federal income tax, the private purchasers are willing to get a lower interest return. At the same time an industry is attracted to this source of capital because of the lower interest rate. The value of the bonds is based on the strength of the company for which the money is being raised. When the bond issue is complete, the Commission can buy land, build a building and lease it to that industry. The lease payments pay off the principal and interest on the bonds.

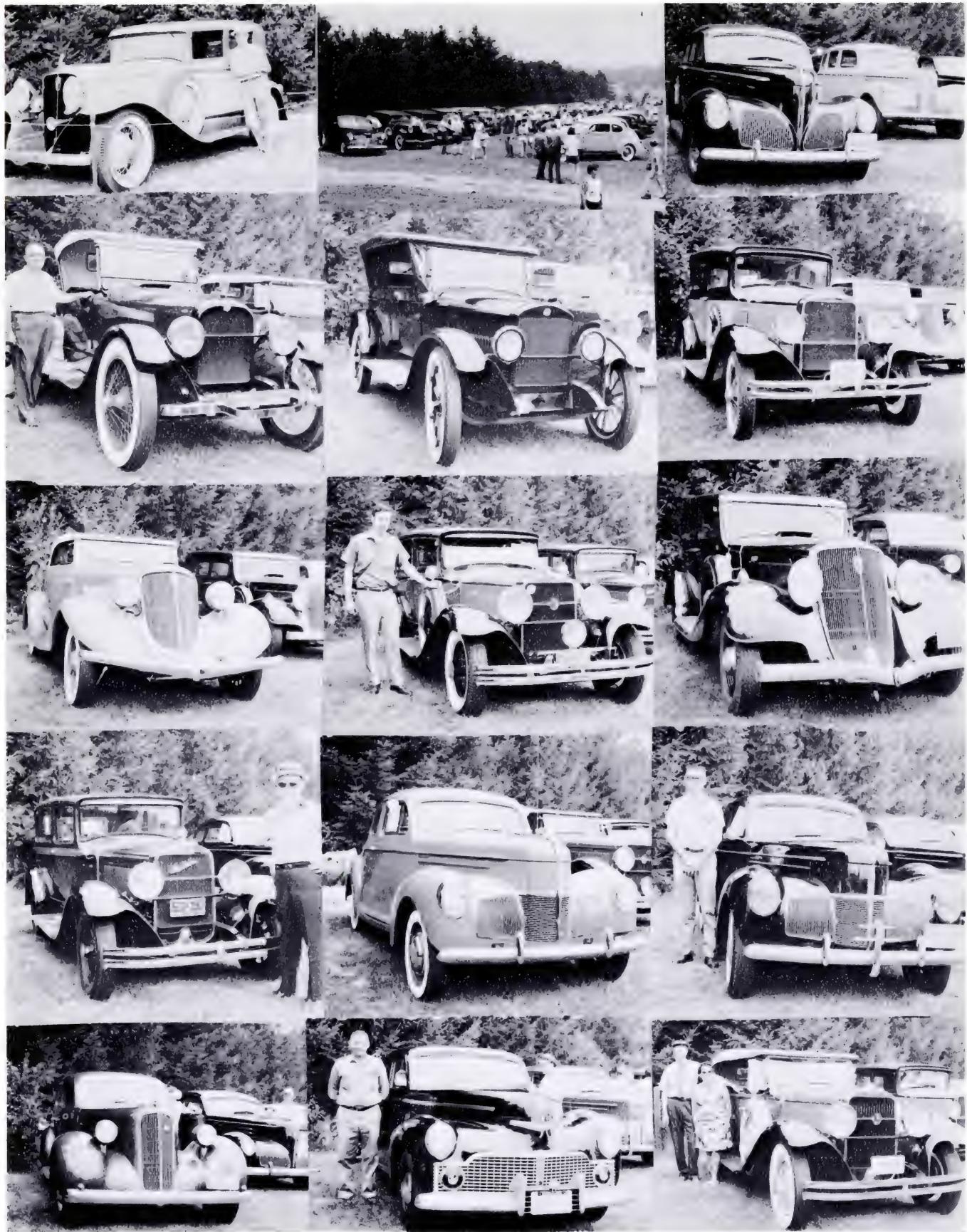
Some criticism is leveled at the concept of the Revenue Bonds, but many of these criticisms are based on misconceptions. **The city has no obligations on these bonds.** Thus its bonding power is not affected. Those people who purchase the bonds know that the payment is dependent on the success of the industry, not the taxpayer.

Another concern is the property tax. While it is true that a municipality appointed commission technically owns the land and buildings, it is still subject to property tax. The tax payment is included in the industry's lease payment to the Commission. So are costs for maintenance, repair and all insurance.

Although the constitutionality of the Municipal Economic Development Act was upheld in 1967, the removal of the 6% interest ceiling on bonds in 1969 and the elimination of the requirement of a public issue in 1971 made the Indiana law much more feasible. These coupled with a 1970 Federal Law which removed the expensive and time-consuming requirement of having to register with the Securities and Exchange Commission has made Indiana quite competitive with other states.

In the past, most issues of these revenue bonds have been quite large. (e.g. Allied Paper in Marion, Dolco Products in Decatur, Inland Container in Crawfordsville). While this certainly is an asset in a large project, the bond law is flexible enough to allow relatively small issues of two or three hundred thousand dollars. If a sound local company wants to expand, it may not have the reputation to attract the big institutions as purchasers for its bonds. But the local banks and even local individuals might invest because they know and have confidence in the company.

Whether large or small issues, industrial revenue bonds can be effective financing tools in local industrial development. This presentation here gives only a skeletal outline. For more details give us a call or write for the publication that outlines the requirements for using industrial revenue bonds. Your community may greatly benefit from this vehicle for local development and local control.



1970 national meet:
 (Left to right) first row—1932, line up, 1938; second row—1922, 1922 touring, 1928; third row—1934, 1929, 1933; fourth row—1929, 1940, 1940; fifth row—1936, 1942, 1930.

Studebaker Driver's Club

The name Studebaker has rung out again in the streets and homes of South Bend this summer. Two events, running simultaneously, aroused citizen attention so that appreciation, in some cases even dismay was shown the institution that contributed so manifestly to the city's industrial rise and growth. Studebaker is an integral part of the city's heritage.

The weekend of July 14, 15, 16 saw the Tenth Annual National Meet of the Studebaker Driver's Club. Coinciding with this meet the Clement Studebaker Mansion, "Tippecanoe Place" was opened for tours and provided the focus for a number of activities, bringing visitors by the droves to view the historic house.

When the Studebaker Corporation, which for many years was a major producer of automobiles closed its doors on the South Bend operation in 1964, townspeople were shocked and unbelieving. Many questioned the economic outlook for the city which for so long had depended on the Studebaker payroll as a major factor in its business and industrial life. When production finally ceased at the Canadian plant where it had been moved, who would have thought there would ever be a future for a Studebaker automobile again.

In 1960, Harry Barnes of Bellmore, New York, had an idea running in his head about starting a Studebaker Automobile Club. He enjoyed his Studebaker so much he wondered if anyone else felt the same way. In 1961, he put advertisements in automobile magazines and newspapers. In 1962, the Studebaker Driver's Club started with a total of eleven men.

The first three National Meets were held in the eastern states, where a vote was taken to decide where the fourth Meet should be held. The Studebaker Driver's Club members decided to bring their Studebaker automobiles back home to South Bend, and the Fourth National Meet was held in South Bend in August, 1968. Luther Johnson, who was a race driver from the 1932-33 Indy 500 Studebaker Racing Team, was a guest speaker, and Otto Klausmeyer, fondly referred to as the walking encyclopedia on Studebaker Corporation, was a guest.

In just ten years' time, the Studebaker Driver's Club has grown to over 3,500 members world-wide. The latest chapter or region to be established is in Paraha 8, Czechoslovakia. The Studebaker Driver's Club is divided into eight regions in the United States with chapters throughout the regions. Other countries are Canada, New Zealand, Australia, Sweden, United Kingdom and now Czechoslovakia.

Members of the Studebaker Driver's Club are responsible for donating restored Studebaker Vehicles to the Studebaker Car Collection which the City of South Bend owns. The members hope that with time they will be able to fill in the missing gaps in the collection.

The Michiana Chapter of the Club is responsible for opening the Vehicle Collection to the public the first Sun-

1952 Studebaker Hardtop



day of every month, and for tours on request. They are also trying to get as much of the local information on all vehicles and products of The Studebaker Corp. as possible.

The primary function of the Studebaker Driver's Club is to give the members a better understanding of the vehicle they drive or own. Their purpose is as follows:

1. To encourage the acquisition, preservation and maintenance of the Studebaker and related automobiles.
2. To provide accurate historical and technical information on the Studebaker Automobile.
3. To promote good fellowship and pride of ownership among Studebaker drivers.
4. To publish a newsletter with newsworthy information.
5. To publish a register showing current ownership, starting with Pre-World War II automobiles.

The club is not connected with Studebaker Corp., but it has corporate permission to use the name Studebaker for the purposes of this club. All board members of the Studebaker Driver's Club own and operate Studebaker automobiles.

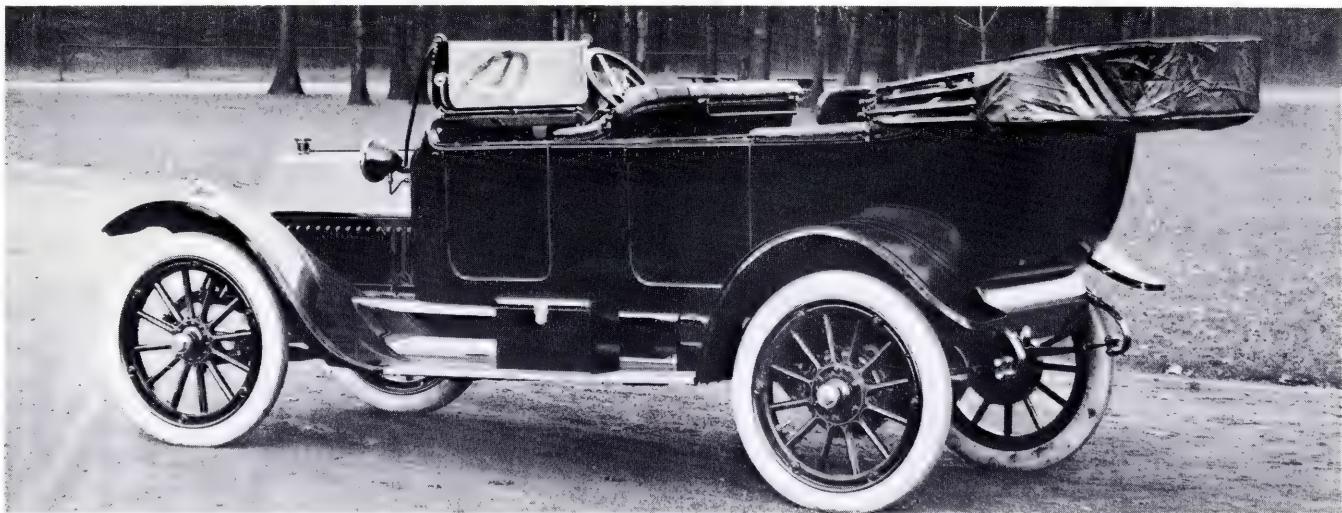
Before the Corporation left the city which gave it birth, it made a gesture toward the people it was leaving behind. **The collection of Studebaker vehicles which they had amassed through the years was given to the city of South Bend.** This valuable vehicle collection numbering over 40 items spans 130 years of transportation history. It starts with the handcrafted Conestoga Wagon built by the father of the founding brothers and was used to transport his family from Pennsylvania to Ohio in 1830.

Studebaker was the only wagon manufacturer to make the transition to motor-driven vehicles. Examples of each important product of the Studebaker operation are included in this collection. Farm wagons, carriages (three of which were built for presidents of the United States), military vehicles from three wars—the civil war and two world wars, and a number of models which depict the painful changeover from the horse to the horseless carriage. The collection concludes with the last automobile to roll off the assembly line in Canada.

The museum which houses this display is located at 221 West Bronson Street.

"Open House at Tippecanoe Place" is the other event that rounds out the Studebaker story. The mansion was built by Clement Studebaker. Being the president of the company which made wagons and carriages, it was under his guidance that the Studebaker Company became in 1893, the largest producer of wagons in the world. Yet today that company is gone. However, the house that Clement built still stands today, sturdy and massive, much as it was when he lived and died in it at the turn of the century.

Tippecanoe Place will be partially furnished and restored by Southhold Restorations, Incorporated, a local historic preservation group. The four-level mansion with



its 40 some rooms and 21 fireplaces comes to life as the life style of the family, who called the huge residence home, is recreated.

Docents dressed as "maids" acted as tour guides telling the family story and describing the furnishings. Saturday evening an orchestra will play in the ballroom as dancers relive the cotillion and waltz. A feature attraction was the showing of ladies' fashions worn by live models. They depicted the many styles of clothing worn since the time of Clement Studebaker in the late 1800's up until modern day dress. An unusual interest was the showing of a collection of Hattie Carnegie fashions of the 1930's.

Outside the mansion a horse and carriage was placed to characterize the life style at the time when Mr. and Mrs. Studebaker built their home. Children playing on the lawn completed the picture of the life style of a typical wealthy family around 1900. Croquet, hoop rolling, stilts, as well as a goat cart will show how life was before the days of the automobile.

Tours into other homes and churches in an historic area around Tippecanoe Place were given on Sunday afternoon.

The funds realized from this activity will be used to preserve and restore the mansion.

Today the emphasis is on conservation and preservation, as people are concerned with wanton demolition, neglect and misuse. New and innovative methods are being developed to make use of structures which were designed for now obsolete purposes. New controls are being devised whereby the public at large has a voice in what can and does happen in local communities, as far as buildings are concerned. South Bend looks forward to the day when progress in the city growth will mean adding to our already fine heritage of buildings and history, respecting the workmanship and efforts of those who preceded us, and in our own way make our own contribution.

For more information regarding Tippecanoe Place:

Mrs. Ruth Price
2245 Beverly Place
South Bend, Indiana
232-4284

For more information regarding the Studebaker Driver's Club:

Mrs. Harold Peterson
60000 Myrtle Road
South Bend, Indiana 46614
289-8224

Above is a picture of a 1913 Studebaker Big Six. This 1913 Studebaker 7 passenger Tourer had a 27.2 horsepower engine and a list price of \$1,290.00. The car was fast, powerful, and had folding auxiliary seats in the rear. The windshield folded down in the center, and a tool box was on the running board.

To the right, the Clement Studebaker "Tippecanoe Place" home, built in 1886 at a cost in excess of \$300,000.



DIVISION OF DRUG CONTROL

by Sonya Saunders
Director, Office of Consumer Affairs



America has been called "the over-medicated society." The health of Americans can be enhanced by the variety and abundance of drug remedies available. Good health is threatened, however, when drugs are wrongly or excessively used.

The **Division of Drug Control, of the Indiana State Board of Health**, is definitely a "consumer protection" agency. *"The basic responsibility of the division is to assure the citizens of*

Indiana that all drugs, cosmetics, and medical devices are not adulterated or misbranded in any way," William A. Roose, Director, said. Another obligation of this division is to protect the public health by providing for the registration and labeling of hazardous household products.

"Drugs" mean more than narcotics or prescription medicine. Drugs are any substance to diagnose, treat, or prevent illness; or substances (other than food) which modify body functions. This includes aspirin, an over-the-counter drug, of which 27 million pounds are consumed in the U.S. annually.

One facet of a drug control program, which is necessary to provide and maintain proper product integrity, Roose explained, is to conduct complete, intensified inspections at the site of manufacture. In Indiana, inter-state manufacturers are inspected by representatives of the Food & Drug Administration, while those involved in intra-state distribution, are inspected by representatives of our division. This system also applies to repackers, relabel firms, wholesalers, physician supply houses, and other firms which make up legal drug channels.

So the drugs you purchase should be harmless and effective but, nevertheless, **no drug is absolutely safe**. A common drug like a cold capsule can be poisonous in large amounts or cause allergic reactions. Then some people are simply sensitive to things that others are not.

Products in circulation are still under the watchful eye, whether they are in retail outlets, hospitals health facilities or other locations. Such products must be properly stored, properly promoted, and kept in date, to protect and maintain the quality and integrity which was established in the product by the manufacturer who is required by law to exercise good manufacturing practices and procedures.

Segregation procedures are supervised by representatives of the Division of Drug Control, when products have been subjected to conditions such as fire, heat, smoke, water, train wrecks, and other disasters. Proper disposition offers only two alternatives: salvage of the acceptable merchandise and destruction of the condemned products.

"Enforcement of the false advertising clause of the Indiana Food, Drug and Cosmetic Act is a duty of this division," Roose said. Quackery is a persisting problem. The worthless drug or food supplement pushed in deceitful promotion is a quack product. The machine that has impressive knobs and dials, but does nothing except take money out of the pockets of the unsuspecting, is a quack device.

Promoters of quackery feed on the incurable and the older persons. But under this act people are to be protected from "quackery", whether in retail establishments, by door-bell doctors, high pressure sellers, or professional individuals.

For the Food Drug and Cosmetic Act to be effective in bringing about legal action, there must be a product involved. For example, a blender. The blender is perfectly legitimate but the promise of cure is not if the person promoting the blender claims it will cure ache when a mixture of raw carrots, lettuce, beets, grapes, apricots, green pepper and potato juice are consumed. A faith healer with a "miracle cure" but no product or medical device is not under our jurisdiction and the Medical Association should be contacted if you have questions, Mr. Roose added.

Most activities of this division are initiated following the receipt of consumer complaints or inquiries. With our limited staff we could not touch all sources. "Consumers answer the door, watch TV ads, buy products, so we value their comments," he emphasized.

"Some people are reluctant to become involved. But all we need is the information. Testimony is voluntary. So don't hesitate to call or write if you have questions," he encouraged. *Our complaints include those concerning adverse reactions, accidental ingestion, suspected incidences of drug abuse, and other occurrences which demand immediate attention.*

The Food, Drug, and Dairy Laboratory of the State Board of Health is adequately equipped with highly-trained personnel and modern sophisticated equipment to support field work activities by conducting analytical work and methodology on samples which are submitted.

Drug education, as it relates to the drug abuse problem is another activity of this division which demands much time and effort. Through talks delivered to various groups, and drug displays provided in areas of heavy foot-traffic, more than 188,000 people have been contacted since the program began.

Literature on drugs, cosmetics or medical devices is available on request for personal information or group education. The leaflets deal with everything known about drugs.

The Division of Drug Control provides protection for the consumers in many ways, regarding drugs, cosmetics, devices, and hazardous household products. Many Hoosiers are not aware of the service performed by this agency.

For more information call or write:

**Division of Drug Control
Ind. State Board of Health
Room A302
1330 W. Michigan
Indianapolis, In 46206
317/633-4830**

The Responsibility of the Individual

The hazards of self-medication result from carelessness, faulty self-diagnosis, and failure to heed the warnings and directions for use of the drug. Laws are enforced to protect you, but you can be your own best protection against harmful effects of self-medication. Follow these simple rules for your own safety:

- Don't be casual about taking drugs.
- Don't take drugs you don't need.
- Don't overbuy and keep drugs for long periods of time.
- Don't combine drugs carelessly.
- Don't continue taking OTC drugs if symptoms persist.
- Don't take prescription drugs not prescribed specifically for you.
- Do read and follow directions for use.
- Do be cautious when using a drug for the first time.
- Do dispose of old prescriptions, drugs and outdated OTC Medications.
- Do seek professional advice before combining drugs.
- Do seek professional advice when symptoms persist or return.
- Do get medical check-ups regularly.



indiana repertory theatre

Beginning this fall, Indianapolis will no longer have to look longingly toward New York for fine professional stage productions. Instead, the Athenaeum in downtown Indianapolis will house the **Indiana Repertory Theater (IRT)**, the state's only resident, professional theater company.

Now Indianapolis has joined with over 30 other major cities across the country in the establishment of such regional theaters which have boosted attendance at other community and educational theaters in their cities. Regional theater success has been overwhelming; the Louisville Actors Theater has experienced a 95 per cent subscription sale, indicating nearly total community approval and support.

Professional regional theaters are a result of a growing dissatisfaction over the past ten years with Broadway as the king of the theater. Initial financial backing for a Broadway show is around \$350,000. With that much money on the line, Broadway has increasingly focused on popular entertainment. If the production proves successful, it may not go on the road for years. Regional theaters, on the other hand, are more able to present a wide range of plays and are more easily accessible to the citizens of their communities.

IRT wants to be a civic service; its purpose is to bring high quality performances to citizens. By design, IRT is non-profit and brings theater to all segments of the community. Tickets prices are kept deliberately low. The most expensive seats sell for \$5.00. Additional discounts are available to college students, senior citizens, and members of the Armed Forces. Season tickets, the life-blood of all regional theaters, reduce the price of purchasing individual tickets for all shows by 33 per cent, allowing six shows to be sold for the price of four.

As a community service organization, the IRT plans to reach out to the community. For three weeks IRT will tour the state with *Fables Here and Then*. Thousands of Indiana school children will then gain their first exposure to the professional theater, at no cost to themselves.

Since IRT survives and thrives on community support, the variety of plays scheduled for the season try to hold appeal for everyone. The season opener, Brandon Thomas' *Charley's Aunt*, is a well known farce set in Victorian times.

It begins on October 18 and like all the plays, will run for three weeks. David Feldshuh's *Fables Here and Then* will be performed for only the second time in the United States and the first time in Indiana beginning on November 21. For the third play, Moliere's comedy, *The Scamp*, Pierre LeFevre, from France, whose talents are world famous and respected will come to Indianapolis to guest direct the IRT production. *The Scamp* opens on December 20. Another Indiana premiere, John Guare's *House of Blue Leaves*, is a contemporary adult drama that will be presented beginning January 10, 1973. This play received the New York Drama Critics Circle Award in 1971 for Best American Play of the Year. One of the few American classics, Tennessee Williams' family drama, *The Glass Menagerie*, will open January 31. It is a play that "deserves to be seen and reseen." Closing out the first IRT season is Ted Tiller's *Count Dracula*. This effective family chiller will be first seen in Indiana on February 21.

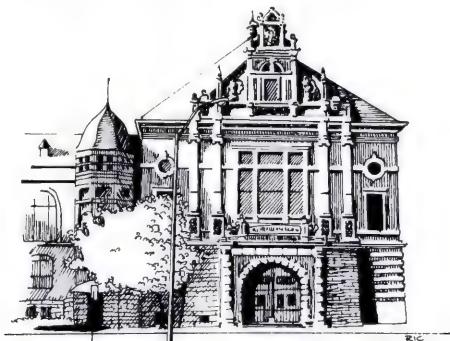
As members of a resident professional theater, actors in the company perform roles in each play. Their professionalism and abilities are therefore tested again and again throughout the season. To assure patrons of the finest in professional entertainment, over 600 actors across the country were interviewed for the seven acting jobs available. Professionals fill the spots, too, of technicians and directors.

Nearly complete renovation of the theater in the beautiful and historical Athenaeum is resulting in a clean stage and dressing rooms, new lighting, sound, and rigging equipment, and new audience seating (capacity, 465). Yet what still remains within the theater is the charm and atmosphere of a hundred years ago.

Although not a dinner theater, IRT has made arrangements with the Athenaeum dining room enabling theatergoers to eat at the Athenaeum before moving upstairs for the play.

Now, a mood of excitement and anticipation pervades the Athenaeum as actors, directors, and technicians await their first opening night, only two and a half months away.

Donations made to the IRT are tax deductible and for citizens wanting to volunteer their time and assistance, there is an organization called WITs (workers involved in theater) whose membership must pay \$5.00 annual dues.



The Athenaeum in Indianapolis,
home of IRT.

"Yes, I went through it once," admits Macklin Thomas, photographer for the Department of Commerce. He travels nearly 3,000 miles per month in Indiana on photographic assignments, so it's hard to name a town he *hasn't* been through.

Mack joined the information staff in January, 1970, after having served three years with the Army in Europe as a photographer. Since then he has traversed Indiana from Burns Harbor to Aurora, Pokagon to New Harmony and most points in between.

"I was born in Indiana and I thought I had seen most of the state before I got this job," Mack says. "But I'm constantly finding new and interesting attractions I never knew existed!" Mack's photo discoveries have been used in twenty tourism brochures in the last two years.

Mack's job could be described as driving around the state taking pictures of fun things. His brother adds "If he misses a picture of a fun thing, he gets fired."

Fun things in the summertime include a number of community festivals that Mack and his wife, Susie, attend on weekends.

"When I look through the viewfinder, I'm searching for people having a good time in Indiana," Mack says. He doesn't have to look very far. Two to three-hundred color slides pass through his cameras every week.

Most of the photography ends when the sun goes down, but for Mack that's when a lot of the work begins. "I take pride in doing my own laboratory processing. Though I complain loudly about the hours, I really enjoy the satisfaction of seeing the job through."

Summer is the busiest time for photography, but Mack is far from idle the rest of the year. Other divisions of the Department of Commerce make use of his skills. The Division of Planning has published several major studies requiring photographic illustrations. The subject matter ranged from future airport requirements, housing studies, environmental problems, state development studies and a brochure on legislative proposals.

Mack's most exciting assignment was the airport study. "I was on the center of the runway at an uncontrolled airport getting shots of a small plane taking off in front of me. Suddenly behind me I heard the roar of another plane beginning to gather speed. Apparently neither plane could see the other because of the heat waves coming off the pavement. I was sure they were going to meet just over my head!"

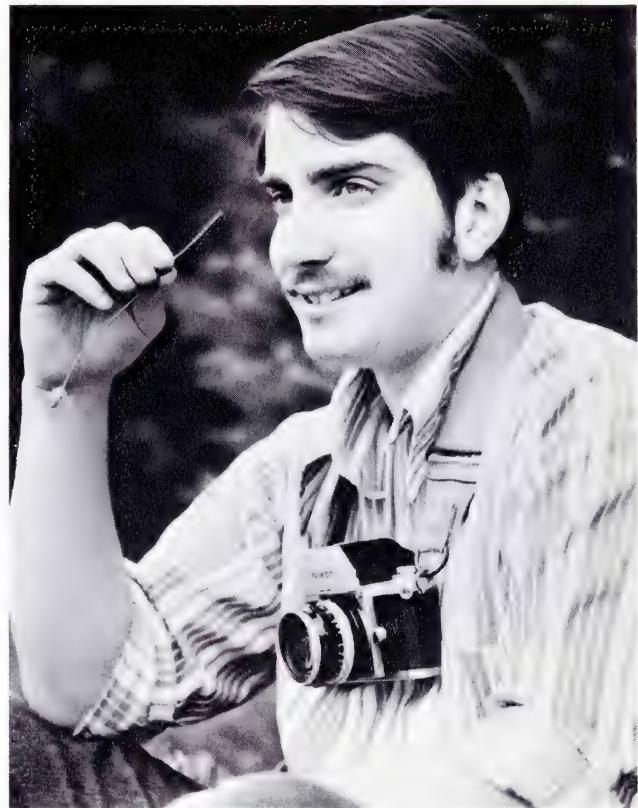
What happened? "I don't know," Mack shrugs. "I did a very unjournalistic thing . . . I closed my eyes."

Is Indiana really photogenic? "You bet it is," he answers. "The Hoosier National Forest can get as dark and dense as the Smokies, yet there are areas along Lake Michigan as barren as any desert. We've got covered bridge scenes in Parke County that look like New England and we've got beautiful lakes and streams everywhere."

During the past two years Mack has contributed many of the photographs shown in this magazine, including the essay on the following pages.

Mack gets occasional questions about photography and he tries to answer them as clearly and accurately as possible. "But the next time you're in Fickle," Mack quips, "try 125th at f8."

Have You Been To Fickle?



Verse—Sally Newhouse
Visuals—Macklin Thomas



SUMMER IS...

*Summer is sunshine,
Summer is color,
Summer is whimsy,
Summer is potpourri.*

*Summer is green grass in June
and brown in July,
vacation friends
and dreams made real without promises.*

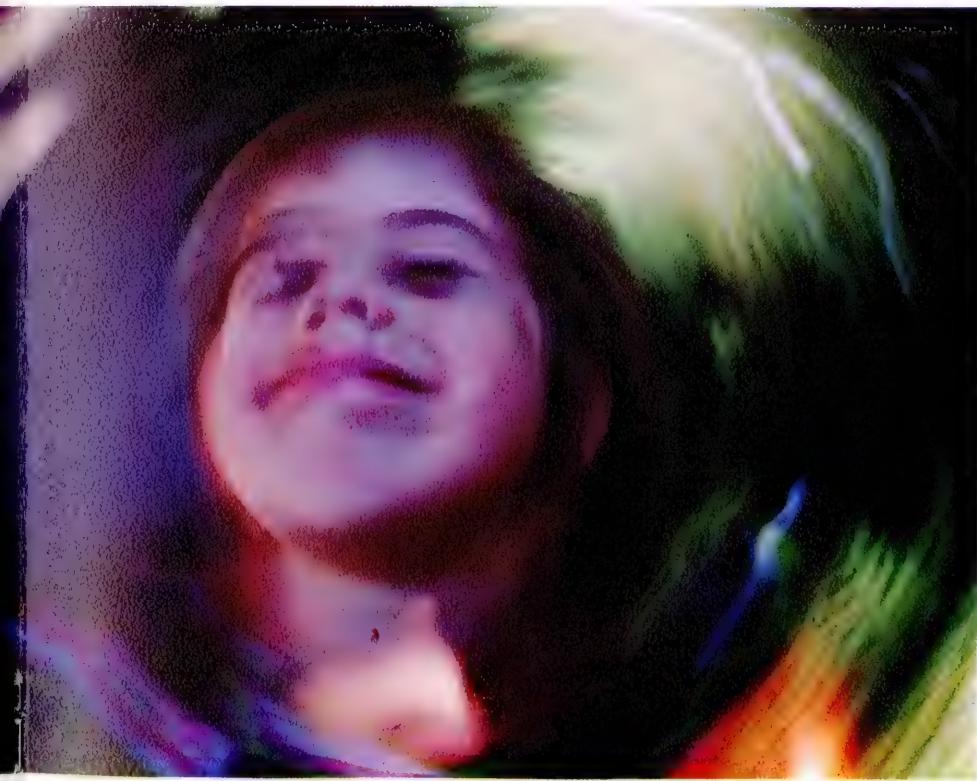
*Summer is humidity and poison ivy,
long trips with "just another fifteen minutes" forever,
relatives that kiss and hug,
and bee stings and dry skin.*

*Summer is recess—
the Good Humor man and fresh early morning grass,
sand castles and water sprinklers that dare,
and bare feet and lemonade stands.*

*Summer is Little League
and swimsuits that need rinsing out,
Sea 'n Ski and Solarcaine
and rainy days on picnics.*

*Summer is crazy,
Summer is lazy,
Summer is love,
Summer is you and me.*





National Travel Directors Seminar

by Debbie Tower



If two heads are indeed better than one for coming up with new ideas, then the 65 professionals who met recently in South Bend to discuss and analyze methods of travel promotion have returned to their home states with *myriad* new ideas.

Judged by Discover America Travel Institute (the extension of Discover America Travel Organizations (DATO) that sponsored the two and a half day seminar)

an "unqualified and overwhelming success," the meeting provided *the first formal educational program designed exclusively for state government travel directors*. Receiving special attention at the seminar were ten subjects selected from questionnaires distributed among state travel officials as topics they deemed most necessary for discussion.

A State Travel Promotion Program— The Elements and Objectives:

The first rule in establishing a promotion program is making certain that the product is worth promoting. All features of the product must be ready for advertising before any campaign is launched. Then two basic questions must be answered by the state travel director: what do I want to achieve? and how will I reach my objective?

An essential element in travel promotion and a responsibility of every state citizen and tourism staff member is good public relations. Travelers remember friendly states.

Toward a good image, six basic fundamentals are suggested for state directors in management of a successful travel program. First, *truth and honesty* must be exercised on all levels—in the office, in speeches and meetings, and in advertisements. It was pointed out that people expect public promises to be kept and when they aren't, people feel deceived and become resentful. *Good organization* in the office is essential since it transcends office boundaries and affects tourists and other members of the tourist industry as well as the state director and his staff. *Research* applies to nearly all aspects of travel, marketing and site development, for example, and when coupled with *effective planning and control* of the overall state program, becomes invaluable to the travel director. *A consistently good daily performance* by each tourism staff member blends smoothly into a program that emphasizes pride in the state as a whole. And *communication*, the last point, is an important ingredient of any well done job. With the public, communication must be honest and simple. Advertisements released by the state tourism office need to be stated clearly, using wording that is easily understood and not easily misinterpreted.

What the public understands, it trusts, and what it trusts, it supports.

Travel literature that provides details and facts is useful to the vacationing public as are special projects like

travel shows and welcome centers. State tourism directors are encouraged to involve chambers of commerce and the private sector (motel, hotel, restaurant, gas station owners, etc.) in special projects since their cooperation only improves the program.

Radio spots that describe "out of the way places" to go for a weekend and television spots that give news and show color slides about upcoming events around the state are examples of the promotion efforts of other states that were brought to the attention of travel directors at the seminar.

It was stressed, too, that travel writers (whose job it is to do what their name suggests—write articles about places to visit) are people who perform a great service for state tourism officials. Officials, therefore, are urged to make quick, complete responses to inquiries from travel writers.

As final advice, travel directors were reminded to observe what competitors do in creation and execution of a travel promotion program but not to imitate their styles or ideas. A different, unique, yet carefully planned promotion program will attract visitors to a state or region.

Measuring Travel's Impact on Your State— Toward a Uniform Method:

During this discussion, research, one of the six fundamental parts of a successful travel promotion program, was examined in detail. Two premises were accepted first, however, by travel directors—1) It is important for state travel officials to measure travel's impact on their states since the resultant data is helpful in evaluating the worth of present and future projects, and 2) it is important for the research and analysis of data to be conducted in a uniform method so that all states can benefit from a "common denominator bank" of information.

To draw conclusions from travel-oriented surveys, the raw data must be "reasonably accurate." Assurance of that comes from conscientious work on the part of the researcher. Questions in the surveys must be structured so that the specific answers given will be adaptable in an "input-output model." This model, or table, is an economic tool used by researchers to categorize data and its financial implications.

Coordinated research is again exemplified by the **new DATO data center**. The DATO center is actually a computer which contains travel facts and figures regarding all 50 states. It should be available for use later this year.

Travel must not be measured, however, solely in terms of its economic impact. There are social effects as well. Too much advertising can pressure the tourist and backfire, creating an "overkill campaign." The feelings of people who live in areas of tourism development cannot be discounted either. Their attitude toward tourists reflects, to tourists, the general feeling of the entire state. Environmental effects are also subject to consideration since prolonged misuse of a tourist attraction is detrimental not only to the state's image but also to the state itself. Conversely, sites of natural beauty are certain to draw visitors.

Since travel is now recognized as an industry and members of the travel industry are recognized as professionals, it becomes increasingly important to evaluate

travel scientifically. Once there exists an agreement in terminology, researchers can test travel variables and give state officials reliable information and statistics to work with.

Tour Development and Promotion—The How and The Why

State travel directors are by nature receptive to the idea of bringing tours to their states. At the third session of the seminar, ways of doing that were suggested.

Directors are encouraged to *invite five or six travel writers to their states for three days of "brainstorming."* Together, they can discuss what the state has to offer, what is necessary to promote it, and who it is necessary to involve in the promotion program.

Working with the airlines was suggested by speakers as one way of attracting tours. If a state provides an airline with monthly stories about its scenic or historic spots for publication in magazines that are read on board the planes, passengers can be induced to check with travel agents about tours into that state or region.

It was noted, too, that cooperation between the state and tour operators is smoother and more efficient when only one person in the state travel office is in full charge of business with the tour operator. Often, a tour operator is able to incorporate a state's travel brochures into his tour packaging, giving the literature wider circulation.

On a lesser scale, a state director can follow the same steps outlined by a tour operator to *package regions* within his state. First, the director must locate his market, where it is that people want to go in his state, and then line up busline and airline space for the tour's transportation. Further involvement with the private sector is not only desirable but virtually mandatory; guests on the tour require overnight lodging and meals, so arrangements must be made with hotel, motel, and restaurant owners. Tickets to sight-seeing attractions must be purchased ahead of time so that they are available as part of the tour. Everything from starting point to overnight stops to final destination point must be preplanned and confirmed to insure successful packaging. As the tour becomes more familiar, however, natural spin-off trips may evolve as optional activities. Lastly, the tour must be identifiable by its name.

Once the tour has been packaged, a *good advertising campaign* is necessary to draw vacationers. As a business, well organized package tours can prove profitable; however, their potential must be realized first.

On the other hand, some travel directors believe that an individual state's involvement in package tours should go no further than acting as a catalyst; in other words, the state needs only to set up meetings with the private sector for tour operators and travel agents.

Yet, regardless who packages the tours, the consensus at the seminar was that package tours are indispensable to the travel industry. Their best market is foreign visitors who are unfamiliar with the United States and welcome preplanned tours of attractions, cities, and regions.

Many businesses are eager to join with tour operators and states in setting up tours. Amtrak, a new passenger railway system, had expressed interest and sent a representative to the DATO seminar in South Bend to explain Amtrak's organization to travel directors.

Traveler Facility Development—What Role for the State Travel Official:

Research, again, plays an important part in the development of traveler facilities. It is usually advantageous to

examine what already exists before plans can be made for the future.

Construction of new traveler facilities is preceded by four steps: 1) noting the supply of tourist facilities, 2) noting the consumption of tourist facilities (in other words, how and why they are used), 3) noting the demand for tourist facilities, and 4) analyzing that data. The results of step 4 are the indicators of whether or not new traveler facilities are necessary in the state.

The state travel director's role in traveler facility development varies with each state. Usually there is a type of assistance program in which a technical advisor and financial consultant work together to build the facility. Since recreation facilities are considered high risk endeavors by banks, many states are able to work individually with private developers to satisfy bank's requirements for loaning funds.

The Paid Media Campaign—Creating, Placing, & Measuring:

Advertising is recognized by travel directors as the invitation extended to tourists to lure them to special areas. Ideally, advertisements "break the boredom barrier" and catch the attention of the reader. But although tourists go where they are invited, they only stay where they are entertained and well treated.

It is therefore the responsibility of state directors to approve just those ads that truthfully describe their states' attractions.

As one speaker pointed out, there are several "do's" and "don't's" for travel directors to consider in advertising:

Don't spread media dollars too thin. Instead of advertising nationally for greater cost, advertise a second or third time in regional magazines or broadcasts.

Do try to concentrate the advertising program at those times in the year that will reach the public in enough time for them to consider your area for the season you want them. State tourism directors should schedule ads so that tourists are drawn to the states when the states are most active.

Do use ads more than once and don't be afraid of repetition. Reusing ads cuts costs and makes more money available for other projects.

Do take advantage of public service time in both radio and television. Those time slots are as successful for ads that are broadcast during paid time slots.

Do continue research programs since long-range and short-range objectives are always subject to improvement.

Do acknowledge media representatives. They are well advised of competitors' activities and can offer new merchandizing ideas.

One point of advertisement controversy revolves around the strength of coupons as a means of measuring travel. Some directors believe from an advertising standpoint that coupons serve no purpose, while others believe that after coupons are mailed back and are used in conversion studies, their usefulness is proven.

A different type of advertising research is attempting to pinpoint the tourists' attitude toward the state. Texas conducted a survey to measure these "thoughts." Results showed that most tourists did not consider Texas a vacation spot due to a lack of "scenic grandeur" but they did associate good food and friendly people with the state. A more recent study proved the positive effect of advertising—the state was still regarded

as friendly but new advertising has also changed the tourists scenic image of Texas. The study showed that the tourists queried had broadened their favorable image of Texas to include it as a state of varying geography and scenic beauty.

Colorado, too, has a new marketing concept. It advertises for the quality tourists, one who spends more than the average amount of money in a day and spends less time in an area. The visitor Colorado hopes to attract is invited on a given set of conditions as well. He must respect the beauty of the land and help to retain it by not littering and destroying the natural surroundings.

Long Range Planning/Our Growing Leisure:

The American people have been deceived, according to one speaker during this discussion, by the notion that they have an increasing amount of free time. He suggests, instead, that there are merely increasing demands on Americans' leisure time due to the hectic pace of life today.

When people indulge in recreation, they are actually "re-creating themselves and are resting up from the work they have just completed." But since they feel pressured into doing as many things at one time as they can, they relax through "simultaneous consumption" and in the role of tourists, will enjoy doing many things at once. *Travel directors are urged, then, to provide recreation facilities where there are many activities available.*

Another trait of today's man is his impulsiveness. As a tourist, he is prone to make impulse decisions about where to spend his time as he is driving along the highway.

On the spot encouragement for tourists to linger in a state is accomplished through visitor information centers.

Long-range planning was defined during this meeting as assessing the future and making provisions for it. Forecasting is the key word in this type of planning; it applies to seemingly all facts.

Identification of objectives in an accurate, precise, and optimistic manner is the first step to effective long-range planning. And several alternative methods of achieving the goals are necessary since there may exist reasons why one plan might have to be abandoned.

Perhaps travel directors are best preparing for long-range planning if they treat it as if it were a chess game. Every possible occurrence, or move, must be foreseen and traced ahead to see where it leads. A practical approach, such as this, leaves the state travel director in constant command of his travel program.

Now, with the increase of tourists due to the four day work week, Monday holidays, and staggered college semesters, state travel directors are faced today with what was only recently a long-range planning consideration.

State Legislative Relationships:

For state travel directors to work with legislators, it is necessary for them to understand the psychology of a politician. Directors must convince the legislator to actually go ahead and do what he knows needs to be done.

All behavior is learned behavior, which explains in part why legislators can be at times difficult to work with. They have learned that to be re-elected necessitates their representation of the voting public, and in most cases, there are no voters grouped together to back travel specifically as an industry.

The travel director's problem is getting more money from the legislature and the legislator's problem is getting re-elected. To solve both problems, the state director must supply the legislator with detailed information explaining

why it is to his advantage, and thus his re-election, to support tourism.

What some legislators have failed to realize—because it hasn't always been presented to them—is that tourism is a money-making venture, in fact, a billion dollar industry. For every state tax dollar invested, there is a return of \$109. But larger budgets are needed to expand programs and staff. Like other businesses, it is necessary to spend money in order to make money.

Closer contact with legislators is, of course, desirable. When directors are giving speeches or attending meetings, it is advantageous to know whose district they are in and at least phone that legislator if not stop for a brief visit. Also, it was suggested to keep legislators advised of state tourism activities year 'round, not just when the budget is reviewed.

The International Market:

The United States Travel Service serves as America's representative in foreign markets as the liaison for travel agents. It presents the United States as a favorable travel destination through press releases, travel brochures, and other literature. In 1976, it is projected that 26 million foreign travelers will visit the United States and not just the major coastal cities, either.

Regional travel offices are maintained in foreign countries to encourage travel abroad in the United States.

In America, travel directors can promote multi-lingual hotels and package tours and can be on the lookout for international conventions as means of attracting foreign visitors to their states.

Developing New Destinations and Destination Images:

Any potential tourist site under consideration for development must have three assets before a state travel director can give his approval on the project. First, the physical surroundings must have inherent appeal, something that will catch visitors' interest. Second, there must be a kind of quality in the attraction that makes it worth the trip for tourists. And last, the site must be easily accessible except in rare cases when the attraction is made better by seclusion, like a small fishing lake.

Campgrounds are good sites for development. Campers are not cheap travelers; they just spend their money in different ways—for more than the average amount of gas, for sporting equipment, and for groceries rather than meals.

Brochures that describe the camping facilities and surrounding area serve as good advertising material, especially when they are available by mail. Attractive pictures in brochures are pleasant, but surveys show that most campers are primarily concerned with accurate facts.

There are roughly 60 million acres of Indian land in the United States that could be developed into new tourist sites. Indian land has the same attractiveness to tourists as state land—hotels, motels, fish and wildlife areas, etc. And Indians speak the "same economic language" as the state. All that is necessary is professional assistance and cooperation from state travel officials.

Regionalization/Marketing Through Industry Tie-Ins:

The major part of this meeting was devoted to examining a case study, or a hypothetical state's budget and activities. Criticisms and suggestions were offered in an open-forum-type of atmosphere.

“AT YOUR SERVICE”

Vacationers driving through Indiana can expect a refreshing surprise this summer. Stationed at rest stops along highways, and at various festivals in the state will be **Traveling Tourist Information Centers**. Indiana college students working with the Tourism Division of the Department of Commerce will operate each center, providing motorists with tourist information and literature and serving free Gatorade.

To direct travelers to a center, signs are staggered along the highway in each direction from its location. Each unit is staffed by four or five summer tourism employees whose familiarity with the state serves to guide tourists to attractive spots of both an aesthetic and educational nature. Through direct conversation between the division's summer personnel and tourists, vacationing families are offered a greater opportunity of discovering areas specific to their interests. Additional information is provided in Tourism brochures and community literature displayed on tables in the center.

The college students are trained for the program in an orientation period supervised by the Tourism Division. Prior to its first day, orientation packets are sent to all participating students. Each packet contains Tourism brochures, community literature, maps, and guides to the state parks and memorials. During the orientation period, the material handed out is discussed and the Tourism Division's importance, function, and activities are emphasized. Students are also shown an eleven minute movie, "Indiana, The Center of Things," and a slide show of significant activities in the state. Later in the orientation, a standard day's entire procedure is outlined. Finally, any questions students may have are discussed and then a test similar to the one travel hostesses must pass before beginning their travel show session is given. Roughly 95% of the questions must be answered correctly.

According to Linda Jester, director of the Tourism Division, last year's summer staff of forty distributed over 46,000 brochures, served 1100 gallons of Gatorade, and contacted 56,000 tourists. It is anticipated that this year even more tourists will be contacted and guided to points of interest in Indiana.

Contributors to the 1972 Traveling Tourists Information Center program include Dairy Queen of Marion County, Franklin Coach Company, International Harvester Company, Marathon Oil Company, Stokely-Van Vamp Incorporated, U-Haul Company, and Weaver Popcorn Company.





Indiana Agriculture On Export

by Jane Blankenship
Assistant Director, International Trade Division



Although the Indiana export economy relies most heavily on its manufacturing sector, agricultural exports continue to contribute a substantial share of total export receipts.

Indiana is a major agricultural state despite its small size. Adequate moisture, rich soils and diversified enterprises have enabled Indiana to become sixth in the U.S. in cash receipts from farming. Sales of crops represents 53 percent of the total cash in-

come with the remaining 47 percent derived from livestock, dairy and poultry. **Indiana ranks first in the nation in the production of popcorn, third in production of soybeans and hogs, fourth in production of corn, and**

seventh in wheat. Over 7.5 million acres of land are included in farms in Indiana, making the average farm size 173.1 acres. Total cropland amounts to 13.5 million acres. About 9.6 million acres of cropland are harvested and 1.6 million acres are used as pasture. Woodland and wooded pasture occupy 2.1 million acres. *Total value of farmland and buildings is over \$7 billion, averaging \$70,316 per farm.* With the total number of farms decreasing, average value per farm has increased approximately 37 percent since 1964. According to the 1969 U.S. Census of Agriculture, there are 101,479 farm operators in Indiana reporting. Almost two-thirds of all farm operators are full owners, about one-fourth are part owners and one-eighth tenants. The majority of farm operators are between the ages of 35 and 64. *Total market value of all agricultural products sold in Indiana in 1969 exceeded \$1.4 billion, averaging \$13,797 per farm.* Of this total, crop sales were \$597.4 million, forest product sales \$3.7 million, and livestock and poultry \$799.1 million. Total farm production expenses in the same year totaled \$1.1 billion. Production

expenses were distributed among livestock and poultry, \$176 million; feed for livestock and poultry, \$194.4 million; seeds, bulbs, plants and trees, \$34.7 million; and commercial fertilizer and lime, \$110 million. The estimated market value of all machinery and equipment in 1969 totaled \$954 million.

Indiana holds an important position in the agricultural trade of the entire country. The U.S. is the world's largest agricultural exporter, selling the production of one acre in four abroad. Indiana ranks ninth among the fifty states in dollar value of exports. (Indiana holds the same ranking in exports of manufactured products.) *A major advantage to Indiana is easy access to world markets from both the northern and southern boundaries of the state.* Access to the St. Lawrence Seaway saves from one to two cents per bushel on export costs. In the 1971 fiscal year, ten states—Illinois, Iowa, California, Texas, North Carolina, Kansas, Minnesota, Arkansas, Indiana, and Nebraska accounted for \$4.5 billion or 58 percent of all U.S. agricultural exports. The U.S. Department of Agriculture estimates that the value of Indiana agricultural exports in that year was \$331.6 million. Indiana ranked among the top ten exporting states in soybeans, soybean oil, and protein meal, third; field grains, sixth; and meat products, eighth.

The number one individual agricultural export crop of Indiana is soybeans. Total export value of this product was \$116.1 million accounting for 9.2 percent of total U.S. soybean exports, and almost one-third of total Indiana exports. Soybean crop yield is second only to corn in Indiana with an annual production in excess of 100 million bushels. Only Illinois and Iowa produce greater quantities of soybeans. *Production in Indiana has increased by almost 50 percent in the last five years.*

The primary market for U.S. soybeans is Japan which imported \$302 million worth of the crop in fiscal 1971. The Netherlands ranked second, importing \$164 million; West Germany, third, \$153 million; and Spain, fourth, \$119 million.

Seven percent of U.S. exports of **feed grain** comes from Indiana. Total exports for the state in fiscal 1971 were \$78.2 million. Corn, sorghum, barley and oats are included in this classification and produced a total yield of over 388 million bushels in 1970. Corn, with a yield of 372 million bushels, is the major component of this group. Japan is the single largest importer of U.S. feed grains buying almost 25 percent of total exports. Western European countries purchase 40 percent and Eastern European countries another 20 percent of U.S. feed grain exports.

Ranking third among all commodities exported from Indiana in fiscal 1971 was **protein meal**. The total for that year was \$35.6 million which was nine percent of U.S. total protein meal exports. The major buyer for protein meal is Canada with large quantities also sold to Mexico, Brazil, and the European Economic Community.

Indiana exported \$23.9 million in **wheat and flour** in fiscal 1971. The state is one of the three leading producers of Soft Red Winter Wheat which is used in pastry and cake flour. Major exports of this crop are made to European countries. Japan is the single largest importer of U.S. wheat.

Exports of **soybean oil** from Indiana reached \$23.3 million in fiscal 1971 to contribute 9.2 percent to the U.S. total exports of this product. Indiana ranks third in soybean oil exports. The African and Latin American nations are the major buyers of soybean oil. More expensive products tend to be used in the more developed countries.

Ranking sixth among Indiana agricultural exports is **lard and tallow** reaching a value of \$7.6 million in fiscal 1971. This group has shown a marked improvement over its 1969 level of \$3.6 million. Another commodity to show improved foreign sales is meat and meat products which has increased from \$2.6 million in 1969 to \$6.7 million in 1971. Indiana ranks eighth in total exports in this commodity contributing 4.3 percent of total U.S. meat exports.

There are many other commodities exported from Indiana in smaller quantities than those already mentioned. Among these are hides and skins, poultry and dairy products and fruits and vegetables. Some livestock used for breeding purposes is being shipped abroad. This is an area which is being encouraged by individuals trying to promote broader agricultural exports. There are several unusual agricultural exports for the state. *Indiana is a leading producer of spearmint and peppermint which is exported as oil primarily to Japan and England.* Several Indiana meat processors export large quantities of beef tongue to European countries. Hong Kong is a major market for duck feet. A spokesman for a Northern Indiana poultry farm says he could ship twice the twelve dozen truck loads he already sends to San Francisco annually.

Pricing of Agricultural Products

There are a variety of market forces which determine pricing of agricultural products. In most instances this price level is quite volatile. There does tend to be a relationship between agricultural exports and the income level of importing countries. The high income countries are the best markets for agricultural products in terms of absolute imports. Therefore, sustained economic growth in developing countries promises a great potential market for U.S. agricultural exports.

Availability of export commodities and the ability to move those products is also a function of export prices. Continuing increases in yields can drive prices down. Unexpected occurrences can lead to commodity shortages. Completely unrelated forces such as labor disputes can cause foreign buyers to look elsewhere for more dependable sources. National policies relating to subsidies create a gap between two different price breaks. The variable buy system initiated by the EEC has improved domestic prices but cut down U.S. markets.

In many cases, the U.S. exporter has failed to take full advantage of export potentials. In some instances this is merely lack of knowledge on his part. Producers must become more export minded and commit themselves to expanding their export markets. Exporters must stay on top of the export situation. In many countries, importing is becoming more concentrated with fewer large buyers. These importers are interested in a steady supply of high quality merchandise delivered according to proper specifications. Merchandising is important in the sophisticated European and Far Eastern markets. Sales representatives must be available to provide sales materials and assistance with promotional campaigns. Attention must be given to packaging so that important information and weights and measures are easily understood by foreign buyers. Advertising campaigns must be adaptable to specific areas. Different countries have different market preferences within general world regions and these preferences must be considered.

In general, U.S. exporters need to take a more vigorous attitude toward developing new markets for their export products and become more aware of changing market conditions.

An Indiana Odyssey

by Debbie Tower



Sometimes a discovery is a difficult time in history to pinpoint. In the case of the Wyandotte Caves, prehistoric Indians must be considered the first discoverers since there is evidence that Big Wyandotte was used for shelter about 700 B.C. Later, Wyandotte Indians used the cave not only as shelter but also as a hideout. White men knew nothing of the cave's existence until 1798 when a white woodsman was introduced to the Wyandotte chief

inside the cave as an act of gratitude after he had nursed the chief's wounded son and both had traveled together to the cave.

Now it is time for Hoosiers and out-of-state visitors to discover the Wyandotte Caves.

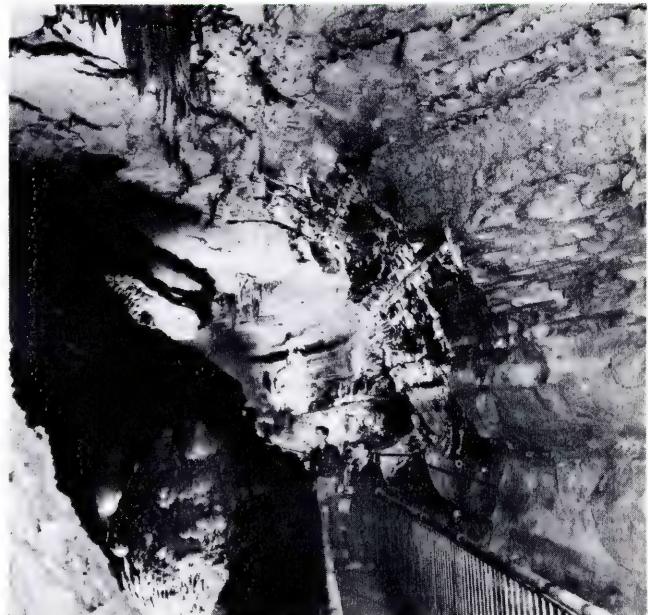
There are actually two caves, the Big Wyandotte and the Little Wyandotte, although some geologists believe that originally the two were joined to form a single cave. Over a period of millions of years, Blue River (which is a tributary to the Ohio River), carved the main cavity of the cave out of the area's limestone bedrock to create what is now the mammoth Big Wyandotte and the scenic Little Wyandotte.

Five and a half miles of mapped underground passages are electrically lighted and ready for spelunkers to explore in Big Wyandotte. And scientists estimate there may easily be another 23 miles in the cave still to investigate.

Guides who are both courteous and knowledgeable of the cave's folk lore lead two hour, five hour, and eight hour tours through those five and a half miles of passageways. Each tour, irrespective of its length, begins with a bit of the cave's history.

Eight years after the first white man had seen Big Wyandotte, William Henry Harrison, then governor of the Indiana Territory and later President of the United States, traveled the "old cave route" used by the Indians and subsequently gave the first written account of the cave. At that time and up until then, the cave's usefulness had been appreciated solely by the Indians. Flint quarries produced their arrowheads and hatchet heads.

But during the War of 1812, Big Wyandotte was mined by the federal government for saltpeter, which is a chemical salt necessary for manufacturing gunpowder.



Ownership of the cave changed hands in 1819 when Henry Rothrock purchased 4000 acres of land, including the portion above the cave, for \$1.25 an acre from the government. Although Rothrock was aware of the cave, his primary interest in the land was the acreage of timber there. He allowed free visits for anyone to the cave.

In 1856, however, a descendant of Rothrock's commercialized Big Wyandotte. For 147 years, it remained in the Rothrock family. Then in 1966, the state purchased the cave and began operation.

Before groups taking the two hour tour can move into the first passageway, a guide must admit each person through a large, locked, iron gate reminiscent of a door of an old western jail cell. Its presence was made mandatory by state law in 1843 to seal and lock out stray cattle from nearby farms.

Emergence into Washington Avenue through the iron gate justly prepares visitors for the tour ahead. The passage, so named because of "George Washington's profile" complete with three-cornered hat carved naturally into the rock wall, is the largest along the route, measuring 400 feet long, 20 to 40 feet wide, and 30 to 50 feet high.

Since animal bones had been discovered at the bottom of a pit marked along the path by a pole that extends into the pit, this site was named the Animal Pit. It is

believed that Indians may have stored game there. Groups on the five hour tour descend the pole and crawl for 15 minutes under the passage to reach the next room. To walk that distance takes only two minutes.

At the Junction Room, two levels of the cave are open to investigate. The five hour tour branches off to the left on the old cave route while the two hour travels the new cave route or lower level. The lower level wasn't discovered until 1850 when men noticed smoke from their pipes drifting through a wall of rock. After clearing away debris, they uncovered the new path. Indians had placed rocks over the opening to conceal the pathway to their valuable flint quarries.

Through the "Onion Sets" and "Counterfeiter's Hall," guides exhibit their inventiveness and imagination as they relate tales of truth mingled with bits of fantasy.

Nearly 200 feet beneath the surface is the Hall of Representatives which is the fourth largest chamber in the cave. It is 200 feet long and 50 feet high. Epsom salts can be seen on the floor of this room.

Moving into the Pillared Palace, visitors are struck visually by four pillars (stalactites and stalagmites that have grown together) that seem to be supporting the ceiling. The largest is estimated at 12 million years old.

The Discovery of 1941 originally was a small crawlway but after nine months work, it was enlarged to a trench that men could walk through. Approximately midway is the Crater Room which exhibits every type of formation in the cave (stalactites, stalagmites, helectites, flowstone, soda straws). Throughout the trench on either side are masses of helectites, formations that defy the laws of gravity by growing in all directions. Big Wyandotte's garden of helectites alone surpasses a combination of those of all the world's caves.

Next visitors must climb a ladder up to the Mountain Room, or Rothrock's Cathedral, the most spectacular and largest room of the cave. Its dimensions are 365 feet long, 140 feet wide, 185 feet high, and $\frac{1}{4}$ mile in circumference, all of which are necessary to house the world's largest underground mountain, Monument Mountain, which is 135 feet tall. Wallace's Grand Dome (named for Indiana's Lew Wallace, the author of *Ben Hur*) is 50 feet above the mountain and measures 60 feet by 30 feet. Also at

the top of the mountain is "Lot's wife," actually a pillar of salt resembling a statue. Those on the tour are seated on benches at the foot of the mountain to witness a white, red, and blue light show that highlights outstanding features of the mountain.

After descending roughly 110 steps from the Mountain Room, visitors find themselves at the lowest point in the cave, about 400 feet underground, in the Great Sandy Plains. Though still cool at 52 to 54 degrees, this part of the cave is so dry it is dusty.

The Oddfellows Dining Hall is the chamber where the Oddfellows, a fraternal organization, hold private ceremonies. Lined along the walls of this room is another flint quarry.

While Big Wyandotte is renowned predominantly for its mammoth size, Little Wyandotte is best appreciated for its beauty.

Little Wyandotte was discovered by accident in 1856 when Rothrock and a friend were hunting and their bird-dog fell into a sinkhole. Rothrock's rescue of the dog introduced him to what is believed once to have been a small part of Big Wyandotte.

Because of a dispute over land ownership, Little Wyandotte was not opened commercially until 1947. At that time, stone steps leading to the entrance, the entrance itself, a bridge inside the cave, and the exit were all constructed and the cave was electrically lighted. As with Big Wyandotte, Little Wyandotte was sold to the state in 1966.

Inside this smaller cave, it seems that many of the formations have assumed significant and recognizable shapes. Cleopatra's Love Seat, the Lady of the Lake, Sherwood Forest, and Santa Claus are only a few of the speleothems. Here, as in the larger cave, visitors are requested not to touch the formations since human skin oil impedes and sometimes prevents any further growth of active formations. Normal growth of one cubic inch occurs only every hundred years.

The Wyandotte Caves are part of a large (eventually 25,000 acre) recreation area in southern Indiana under development by the Department of Natural Resources. Also included in that development are the Harrison-Crawford State Forest and Blue River.



Your Forest Service

by Debbie Tower

(This is the last in a series of articles about rural development in Indiana. The series includes the Farmers Home Administration, Rural Electrification Administration, Soil Conservation Service, Agricultural Stabilization & Conservation Service, Cooperative Extension Service, and Forest Service.)

Indiana's state rural development committee includes as one of its members the Forest Service, which is an agency of the U.S. Department of Agriculture.

This agency centers its attention and programs on the conservation and wise use of forest, range, water, and other wildland natural resources. Toward this end, the Forest Service engages in three main areas of activity: 1) It manages, protects, and develops National Forests and National Grasslands; 2) it works with state and private forest owners to insure the best use of the land; and 3) it not only researches methods of accomplishing goals 1) and 2) but also researches forest and range land in general.

To understand the importance of the Forest Service's work in Indiana, it is helpful to recognize, at least in a general sense, what the Forest Service tries to do on a national scale.

There are five major resources available from the 155 National Forests and 19 National Grasslands managed by the Forest Service. Those resources, or benefits, include recreation, timber, water, forage, and wildlife.

Recreation may seem an unusual resource to be derived from forests yet outdoor relaxation has been identified by the Forest Service as an undeniable part of Americans' lives. So, picnic areas, campgrounds, streams, lakes, and woodlands are all developed in a systematic plan to allow the number of recreational facilities to grow along with the increasing number of picnickers, campers, fishermen, hunters, and hikers.

A more tangible resource than recreation is timber. National Forest timber equals about $\frac{1}{4}$ of that which is used industrially. Private companies are responsible for timber cutting although the process is under supervision by the Forest Service. The agency employs a "sustained use" principle which is designed to keep high-quality timber available on present and future markets. Timber sold from National Forests are returned, at least partially, in the form of money which is spent on schools and roads in those areas.

Since a large portion of the United States water supply comes from National Forests, natural watersheds are managed by the Forest Service "to regulate streamflow, control flood and erosion, and to serve as water storage areas." The agency's management of the water sheds is perhaps best defined as protection and improvement; such control is exercised to help "assure an adequate supply of pure water to meet the growing demands of agriculture,

industry, and the American public." And where fires have threatened water resources, the Forest Service responds with special attention to burned areas.

In its supervision of forage resources, the Forest Service has a dual purpose in mind—not only to conserve the land and its natural vegetation but also to provide food for livestock and wildlife. Grazing is permitted by the Forest Service both in the National Grasslands and on ranges in the National Forests. From these areas, ranchers are provided with additional grazing land that completes their necessary forage supply.

As with forage resources, wildlife management is directed by the Forest Service toward two objectives—maintaining a balance between the number of animals and available food and shelter and also providing sufficient fish and game for sportsmen. State laws must be observed by fishermen and hunters. Projects to improve and preserve wildlife habitats are conducted by the Forest Service in conjunction with the state's fish and game agencies.

Each of these five programs is applied constructively to counties within the Hoosier National Forest. District forest rangers maintain offices at Brownstown for Lawrence, Brown, Monroe, Jackson, and Martin Counties and at Tell City for Dubois, Crawford, Perry, and Orange Counties. Purchases of land in these areas by the Forest Service are made as private property owners are willing to sell. Only land to be used in timber production or related purposes can be acquired by the agency.

The most recent addition to the Hoosier National Forest is an area including and surrounding the Patoka Dam near Ellsworth, Indiana. This Patoka Dam and Reservoir project is part of the flood control plan for the Wabash River Basin and when completed, will present a new outdoor recreation area in southern Indiana similar to Monroe Reservoir. Construction begins this summer.

Urging young people to join in conservation projects is important to the Forest Service and is proving worthwhile. The Youth Conservation Corp (YCC) is an organization that employs youngsters 15 to 18 years of age for work projects on "lands and waters administered by the Secretary of the Interior or the Secretary of Agriculture."

Last year in Indiana 11 high school age students, all girls although both boys and girls are involved in YCC projects across the country, were selected (one from each congressional district) to participate. During the eight week summer program the girls performed conservationists' duties ranging from pruning trees to building rock spillways for a dam. All their activities were centered within the Hoosier National Forest for its improvement. Each girl was paid \$300. This summer the YCC three-year program continues in its second year.

WINNERS: "Indiana Is For Kids"

The eight grand prize winners of the state-wide essay contest sponsored by the Tourism Division of the Department of Commerce have been announced by Lt Gov. Richard E. Folz

Grand prize winners are: in grade 1, Rusty Love of Indianapolis, Brook Park School; in grade 2, Lori Harpel of Clinton, Central Elementary School; in grade 3, Eric Kyle Carlson of Valparaiso, Northview School; in grade 4, Mark Lyon Klopp of Madison, Emery O. Muncie School; in grade 5, Mark Waterfill of Madison, Michigan Road School; in grade 6, Darla Holt of Lafayette, Edgelea School; in grade 7, Julie Kern of Williams, Bedford Junior High School; in grade 8, Chris Verhagen of North Judson, Liberty Junior High School.

Over 25,000 school children in grades one through eight submitted entries describing why Indiana is for kids. The division named first and second prize winners for each grade in each of the eight regions of the state and then selected one grand prize winner for each grade from the first place regional winners.

Grand prize winners earned a field trip for their school class and teacher or sponsor to the state park of their choice, with lunch and transportation provided. They also attended honorary luncheons with Governor Edgar D. Whitcomb and Lt. Gov. Folz in July.

Regional first prize winners earned a certificate and a family pass good through December 31, 1972, to all Indiana state parks. Regional second place winners received a certificate.

GRADE 1: Rusty Love
Age 7
Brook Park School
Indianapolis
GRADE 2: Lori Harpel
Age 7
Central Elementary School
Clinton
GRADE 9: Eric Kyle Carlson
Age 9
Northview School
Valparaiso
GRADE 4: Mark Lyon Klipp
Age 10
Emery O. Muncie School
Madison

GRADE 5: Mark Waterfill
Age 11
Michigan Road School
Madison
GRADE 6: Darla Holt
Age 11
Edgelea School
Lafayette
GRADE 7: Julie Kern
Age 13
Bedford Junior High School
Williams
GRADE 8: Chris Verhagen
Age 13
Liberty Junior High School
North Judson

RUSTY LOWE, INDIANAPOLIS

INDIANA is for Kids
Hey, we want you to come to
Indiana to see the 500 Race.
You're welcome to use the parks
to camp, go horseback riding,
boating, and bike riding. So bring
the whole family to Indiana.

ESSAY CONTEST WINNERS

"Indiana is for kids"

Indiana is for kids is right! There are hills to climb, streams to fish in, lakes to swim in, caves to explore, sites to see and room to learn and grow. You don't have to limit yourself to the out-of-doors to have fun in Indiana. You can tour the gracious home of William Henry Harrison where he once lived or Spring Mill State Park where you can relive the days of the pioneers. You don't have to go to a national park or memorial to appreciate Indiana, just turn around, open your eyes and look at the wonderful sites around you. Every great "Hoosier" that lives in Indiana is proof that Indiana is a great place for kids to live, grow, and learn.

JULIE KERN, WILLIAMS

MARK WATERFILL, MADISON

Many people have said it before, "Indiana is a great vacation spot". I guess it's the beauty of the state. I have traveled through many different states but none is as beautiful in its way as Indiana. Maybe it's the fishing. Maybe it's the enthusiasm for sports. Maybe it's the race boat Madison proudly owns or the great and fabulous "Indy 500". Could it be our great parks and historical sites? No, I don't think any of these are right. It's the people. The love and devotion they poured into the state so that Indiana could be for kids.

MARK KLOPP, MADISON

Indiana is for kids
Kids like you and me.
It's the "Crossroads of America"
--We'll help to keep it free.

We roam the hills and fish the streams,
And swim and camp and play.
The banks along the Wabash
-aren't very far away.

It's great to be a "Hoosier"
To rest by the tulip trees,
And watch the cardinals in the air,
And smell the peonies.

I'm glad I live in Indiana,
It's the "greatest" state to me.
A place that's greener than all the rest,
--Why not come over and see?



CHRIS VERHAGEN, NORTH JUDSON

An old proverb is, "May all they children see the better part of life, for they are the innocent."

Is there anything like the twinkle in a little girl's eyes or the smile on a little boy's face when they are close to nature? They love a clear blue sky, a gentle breeze, and especially the grace and beauty of a wild animal.

Something clicks inside a child when he sees a wild animal. His heart thumps and his spirits soar as high as the sky.

Indiana is fortunate to have a beautiful state park, Brown County, which has an abundance of these magnificent animals which children can enjoy.

DARLA HOLT, LAFAYETTE

What kid do you know who wouldn't like to...

roll down a sand dune?

wiggle his toes in smooth sand?

swim at a beach?

visit a wolf cave?

carve something from sandstone?

crawl through an army airplane?

camp in the woods?

see the Indy 500?

hunt for arrowheads?

If you know a kid that doesn't like these things, then Indiana's not the place to be. But if you know a kid who likes to do these things, then come to Indiana.

LORI HARPEL, CLINTON

Indiana Is For Kids
I think Indiana is a good place for kids to live because we have good schools and museums, good recreation areas. We have clean water and air. And most of all we have nice people.

Commerce and INDIANA

ERIC CARLSON, VALPARAISO

"Indiana is for kids"

I like Bloomington in the fall. I like to go to a steep hill and look at beautiful colored leaves. I also like to smell the country fresh air. I love to take trails down to the bottom of the hills and play in the leaves. I remember Bloomington because of the colors.

Temporary Housing for 60,000

by Debbie Tower

For four days beginning on July 10, a temporary model community of 60,000 existed at Camp Atterbury in Edinburg. But this model community was not populated by well disciplined soldiers or national guardsmen; instead, its four day residents were campers from throughout the United States and Canada who assembled at Camp Atterbury for the 13th annual National Campers and Hikers Association (NCHA) Convention.

NCHA is the oldest and largest family camping organization in North America and so must be divided into seven regions. Its size also necessitates an eight-man annually elected board of trustees and staff of more than 1000 to act as administrators and directors. Their services, however, are entirely voluntary; they receive no financial repayment for their work.

Over 70,000 families (roughly 300,000 people) are members of the NCHA, representing the United States, Canada, and several foreign countries. Membership is further catagorized as either individuals, chapters, or associations of chapters that are camping-oriented.

People who share an interest in camping or in preservation of natural resources and enjoy other people with similar interests are welcome to join NCHA. Since no stringent requirements exist for potential members, a great cross section of people and an unusual array of recreation vehicles gather for NCHA conventions.

To achieve its overall objectives, NCHA executes a five-point program: Where camping and hiking facility improvements are needed, NCHA brings these areas to the attention of the appropriate state and/or national agency and solicits their involvement until the improvements are made. NCHA also works to establish regional offices that provide accurate, up-to-date information about local campgrounds, trails, fish and wildlife laws, etc. for people unfamiliar with the area. Good communication lines, too, are maintained to exchange fresh ideas regarding camping and hiking, and periodic reports are published that evaluate camping and hiking equipment. NCHA strives to educate the public about preservation and conservation of natural resources and is therefore willing to cooperate with other agencies that try to inform the public. Lastly, NCHA wants to maintain a friendly and helpful relationship among its members.

The highlight of the camping year for the NCHA is the national convention held annually in July. Since Indiana was this year's host, NCHA members in the state worked about 18 months to ready the Department of Natural Resources portion of Camp Atterbury for campers.

Vehicles entering the convention area were admitted through an elaborately designed gateway. Constructed by an Indiana camping club, a huge arch, weighing 3800

pounds, was supported by two rocket structures on each end. The American, Great Britian, NCHA, and Indiana state flags were all flown over the arch, and the largest Indiana state seal was displayed on the arch itself. Revolving wheels with NCHA member states and provinces were also mounted on the arch. Colored lights were shown over the gateway, giving campers the sensation of driving through a rainbow as they passed underneath.

Immediately past the entrance, campers picked up a package that contained odds and ends for their use—camping literature and two garbage bags that when filled were left at coal bin bunkers for disposal by the Department of Natural Resources.

Recreation vehicles were assigned 25 by 50 foot lots that were marked by either a red, green, or yellow sign, section letter, and row number. Indiana trailers were located in all areas to welcome and assist the out-of-state campers.

Two grocery stores with four check-out counters were kept open for about 14 hours daily to handle business, although several restaurants and coke stands were in operation during the convention.

A fully equipped hospital was staffed 24 hours a day by a doctor and nurses, and helicopters were available in the case of extreme emergencies. Also, a fire department and security personnel were on hand as precautionary measures.

One section of the camp was devoted to the commercial display of trailers.

All age groups had areas restricted only for their specific use and enjoyment. Pre-teenagers had a project area set off where they made crafts, as did teenagers and adults. Outdoor activities were planned, too, for all groups—parades, games, and night entertainment.

On the stage, complete with lighting and sound equipment, the world's fourth largest teen queen competition was held with a national camping queen selected from all state's contestants. The surrounding hillside seated 30,000 people for the event.

Intra-convention area transportation was provided by trolleys that traveled the main road and made loops to pick up campers from "secondary streets."

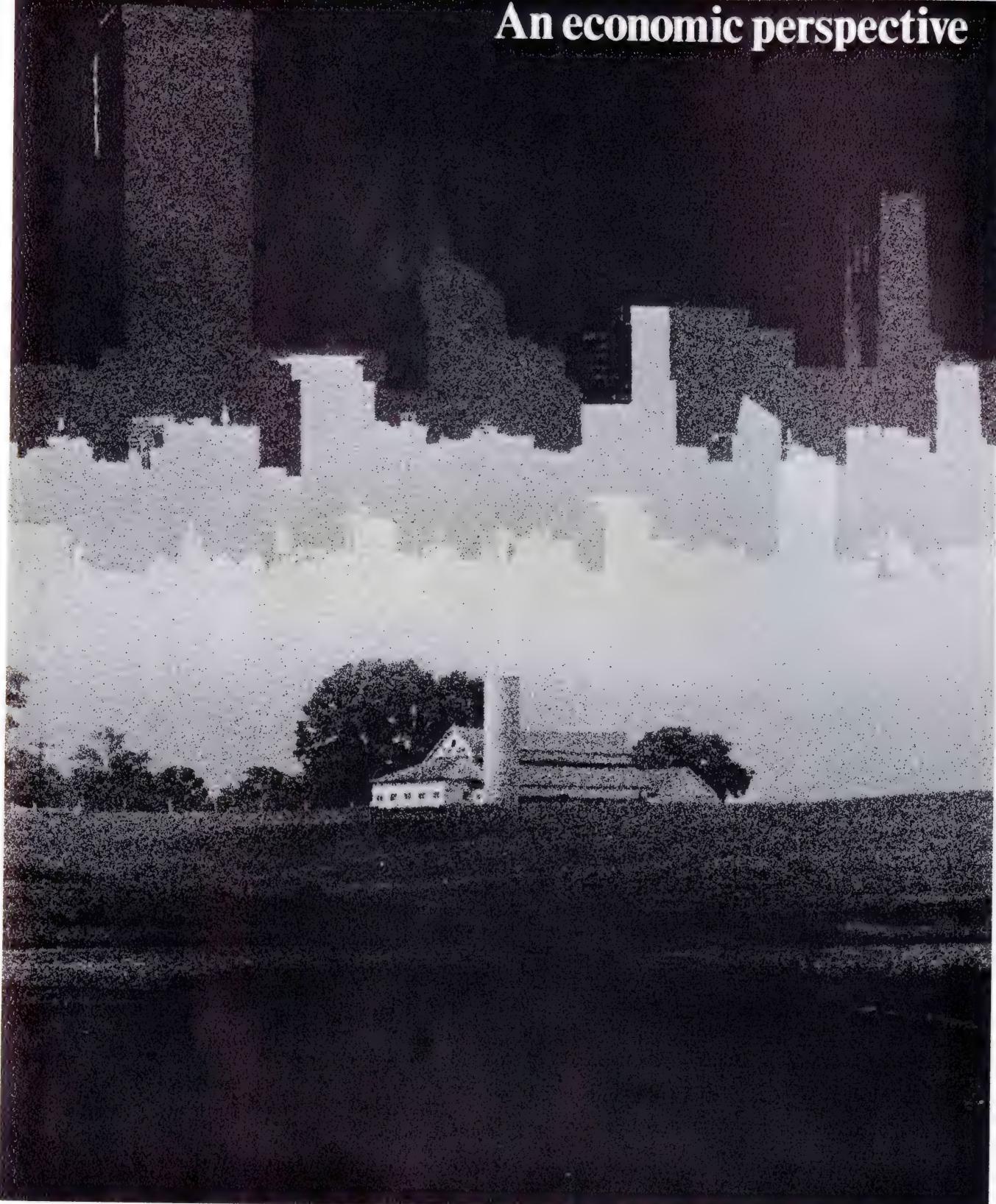
All in all, about 1300 acres of land was used by campers for the convention.

Each year NCHA members prove that families can happily live together with only common courtesy as the law of the land. Families sharing camping as their mutual interest and source of enjoyment find that understanding and compassion for one another as human beings grow as they spend time camping together.

Division of Planning
Department of Commerce
State of Indiana
Lt. Gov. Richard E. Folz, Director

Indiana

An economic perspective



This recent Division of Planning Study is available on request.

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IT WILL HAVE BEEN PROVED THAT AMONG
FREE MEN THERE CAN BE NO SUCCESSFUL
APPEAL FROM THE BALLOT TO THE BULLET



Along the outside wall of Lincoln Boyhood National Memorial Building are five sculptured panels, representing various periods of President Lincoln's life.

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Campers' Meeting*

Lincoln Heritage Trail Promotes Tri-State Tourism

The 2,200 mile Lincoln Heritage Trail (LHT) was designated and marked in 1963 as a mutual venture between Kentucky, Indiana, and Illinois. The endeavor grew from an idea presented at the 1962 Midwestern Governors' Conference in Chicago, although plans for such a regional promotion had been discussed as early as 1930. A representative of the American Petroleum Institute spoke before the conference of the New England Heritage Trail. The governors of the three states discussed and approved the proposed Trail. The Lincoln Heritage Trail was "blazed" the following year and became the eighth of such historic routes across the country.

The Lincoln Heritage Trail Foundation was established in 1965 to aid the states in promotion of the regional link. The Foundation objective was structured along the lines of the more tourists passing through an area, the greater the economic benefits to the local community. The Foundation is governed by a 31-member board, with the governors of the three states acting in an ex-officio capacity.

More than 50 historic scenes may be visited along the one major and two alternate routes. The circular route begins at Abe Lincoln's birthplace in Hodgenville, Kentucky, winds through Southern Indiana where he spent his childhood, and on into Illinois where he achieved adulthood. It is here, in Springfield, Illinois that Lincoln finally returned on May 4, 1865.

Black and bronze highway markers bearing "Lincoln Heritage Trail" and the profile of a beardless Lincoln guide tourists along 452 miles of highway in Indiana, 720 miles in Kentucky, and 1,026 in Illinois. The main trail, alone, is 963 miles.

The Foundation sees as its objective to reach today's traveling and mobile family. More than 29,000,000 out-of-state visitors passed through Indiana last year, leaving behind \$803 million. Richard A. Newman, Executive Vice-President of the Foundation, cites tourism as a \$45 billion national industry which may nearly double its revenue by 1976.

In 1969, a membership drive was initiated by the Foundation that has added more than 4,000 members. A year later, Lincoln Heritage Trail Commemorative Medallions were issued. On the front side of the one-and-one-

half inch and two-and-one-half inch medals is the bearded profile of the sixteenth President, while the reverse side of the medallion is a map of the historic route.

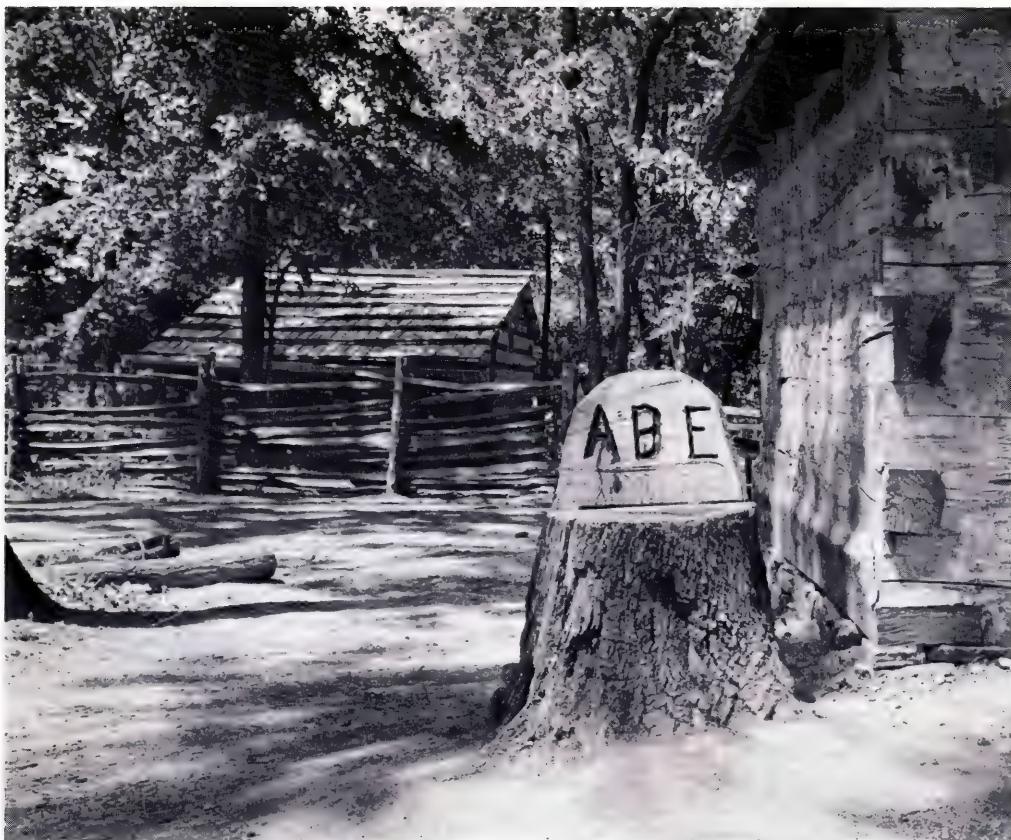
The LHT Foundation appropriates nearly \$100,000 annually for promotion of the Trail. Each of the states funnels \$10,000 back to the Foundation, which is matched by a \$10,000 donation from the American Petroleum Institute.

The Foundation has designed a complete program to build more traffic, bigger sales, and higher profits. A full color film narrated by Raymond Massey has been viewed by more than 41 million people. Radio coverage is extensive, with 176 stations cooperating with the Foundation in a seven-state area. Last year, newspaper publicity resulted in more than 10,000 individual inquiries concerning the Foundation. Over eight million brochures on the Trail have been distributed. Press kits are sent to more than 450 publications during the spring and fall.

Beyond the promotion of the Trail and Foundation, special events are sponsored annually. The LHT Foundation will again host the Travel Writer's Tour in April, 1973. The group is composed of newspaper and magazine travel writers from across the nation who will gather first hand information for their readers. Tour members will assemble in Springfield, Illinois, for a week-long bus tour along the Trail, spending approximately two days in each state.

This summer, Indiana Governor Edgar D. Whitcomb and his wife Pat joined 26 cyclists from the International Bicycle Touring Society (IBTS) at the Lincoln Boyhood Memorial, Indiana, for a seven-day bike trip along the Lincoln Heritage Trail through Indiana and Illinois. IBTS members from ten states made the trip from Jasper, Indiana, to Springfield, Illinois, August 6-11, 1972. The idea of an International Bicycle Touring Society was conceived by Dr. Clifford L. Graves who will head a second tour of the Trail, beginning October 7-15.

Coinciding with the second IBTS tour will be the "Inaugural Trade Mission" to Europe sponsored by the Foundation. Members will travel to six countries to promote the Trail overseas and exchange ideas on tourism.



The home site of Abraham Lincoln, from age seven to twenty-one, is in Spencer County, Indiana.



The Lincoln Boyhood National Memorial Building is wholly a Hoosier creation, constructed of native limestone, sandstone and timber cut from trees in Spencer and adjoining counties.

Government Channels Open to State Citizens



by Bill Watt

Taking a cue from business, state government provides a toll-free number to speed the routing of inquiries from its citizen "consumers".

It is just one technique being employed, as government agencies finally have become aware that the complexity of officialdom's machinery is frustrating attempts by citizens to deal with government. New communications links also are viewed as a device for shoring up public confidence in governmental processes—reversing a trend which began years ago.

The system does not permit citizens to use the service to solve their problems with the taxpayers picking up the tab. But it does allow them to get proper directions.

A long distance telephone call may be placed to a state government information center by dialing 1-800-382-1563 on what is called an inward WATS line. Citizens living within toll-free calling distance of the State Capitol may use the number 633-4740.

Two secretaries—trained to know which agencies are responsible for specific governmental functions—are on the receiving end.

You tell them your problem; they give you the telephone number of the proper agency. You then may telephone that number, at your own expense.

According to information center personnel, the most frequent inquiries relate to the Bureau of Motor Vehicles, the Department of Revenue and the Highway Department.

But in recent weeks they have also received requests for tickets to the Johnny Cash show at the State Fair, heard problems of plant diseases, been asked for information on how to purchase Indiana state flags, processed requests for domestic counseling, dealt with a complaint about a new mattress infested with lice and listened to a plea for a bee inspector, among others.

A mailing of notices to many intangible tax payers generated a flurry of calls.

"Many people simply don't know where to start," one operator commented. "Many seem to think that only the governor himself can handle many of these problems."

The women keep a log of telephone calls which shows they get about 450 local calls, 40 to 45 inward WATS calls and about 10-15 direct long distance calls each week. And since their information center is located on the ground floor of the State Office Building, they handle about 100 walk-in customers during a similar period.

One of the problems with this, or any similar service, is that the telephone numbers are not widely known. When the service was inaugurated a year ago, it was too late to make publishing deadlines for many telephone company directories. However, an alert telephone operator can often lend a hand in getting the person started off on the right foot.

D. W. Ellsworth, who heads the general services division of the Department of Administration, said:

"I doubt if you'd ever get wide enough public knowledge of the numbers. It's difficult to get exposure."

The federal government now has a similar telephone number in each state, although it does not have the inward WATS feature (Indiana's number is 317-633-8484).

Ellsworth and the operators believe the state center is operating quite well and expect business to begin picking up even more after January 1 when Hoosiers begin fretting with auto license plates and taxes.

The cost of the service is \$10,840 per year to cover the salaries of two secretaries, plus about \$3,400 for the inward WATS line.

Along more conventional lines, most big-city mayors and state governments attempt to have trained personnel on their personal staffs to screen and expedite citizen problems. Depending upon the available time, knowledge and dedication, some of these people are quite effective.

Some government executives have created offices of ombudsmen, who have the specific job of serving as a go-between. The very use of that particular designation, however, dilutes the value of the program because only a handful of Americans know what an ombudsman is. Critics, especially reporters, also point out that some ombudsmen serve as a barrier to public contact with anyone except the ombudsman's office.

Observers of Indiana's governmental system question whether these communications methods really will solve the problems and wonder if such programs can be meaningful as long as our education system generally ignores instruction on state and local government.

According to the Indiana Department of Public Instruction, there are curriculum blocks set aside for the study of Indiana.

In the fourth grade, Hoosier school children study Indiana, but the emphasis is almost entirely upon the state's history. The ninth grade curricula contains an optional citizenship course which is pegged to an analysis of basic role of government, its constitutional underpinnings and separation of powers. About one-fourth of the unit (the whole course usually runs a semester) can be devoted to Indiana state government. But one staff member of the department said the emphasis is on explanation of the state's constitutional framework and operations of the legislature. At the 12th grade level, a course in U.S. government incorporates some treatment of state government. But there are no curriculum guides on Indiana subjects beyond the fourth grade level.

Advocates of increased emphasis on state and local government in our public schools say the course structure should approach the subject matter in practical and per-

sonal terms.

The functions of major state agencies and the ways they touch citizens' lives should be explained. For example, a segment on the Bureau of Motor Vehicles would explain in useful terms procedures for driver licensure, cover basic rules on vehicle titles and registration and outline taxes imposed on vehicle owners.

There are probably a dozen state agencies which deserve this level of explanation. Moreover, students could be provided with source materials on how to obtain information about government operations and rules which affect them, as well as how to insure that they are complying with the myriad state and local regulations dealing with home building, improvements and alterations on their properties. (Too often, people find that they cannot do a certain thing only after they have spent money to get it started).

A worthwhile portion of the instruction could encompass the sort of personal records they should keep. (How many middle-aged or retired persons planning their first trip abroad learn that their birth documents are not properly authenticated to provide proof of citizenship for passport purposes? Tracing county records which date back 40-60 years can be time-consuming and frustrating). The mobility of American society complicates our personal affairs as people change jobs and cities with greater frequency.

This writer has talked to several people who believe that our public school studies also should touch upon what one might term "consumer affairs".

For example, we teach our children to count money in the primary grades. But do they ever learn how to handle credit transactions? Within a short time, credit may be used more frequently than cash.

Some school systems, and individual teachers, have made long strides toward incorporating this range of material in their courses. But those of us who observe the workings of our business economy, follow the day to day relationships between government agencies and the people they serve, and handle citizen complaints know that the surface has barely been scratched.

Frank Feilen receives an award for 15 years of outstanding work in the area of customer service for Whirlpool. Sonya Saunders, Director of Consumer Affairs, presents the award.



Frank Feilen Receives Award for Whirlpool Customer Service

"Prompt and accurate servicing of Whirlpool products is vitally necessary for repeat customers. We can't measure the good it does," were comments made by Frank Feilen.

Associated Distributors, Inc. is the central Indiana distributor for Whirlpool and RCA, where Feilen was the service manager for nine years.

As Whirlpool products gained customer acceptance, there became a need for more qualified service help. In 1967, a Warranty Service Central Program initiated to meet an immediate demand of the growing number of Whirlpool customers. Feilen was appointed as the district service manager to create a highly skilled service organization to supplement the dealers in Indianapolis. This includes yearly training meetings; two involving new products and one or two reviewing older products. After the Warranty Service Central Program was in effect, one year unit sales approximately doubled and has stayed at that level ever since.

The second major innovation is the Tech Care Program which is aimed at upgrading service technicians. Each technician has to meet certain criteria to enter the program. In addition to continuing information and educational benefits, members have the advantage of national advertising for the program which assures the member technicians their quality and dependability.

One means of increasing incentive among the service technicians within the Associate Distributors area is to award a technician with a trip to Acapulco, Mexico. Means of determining the best technician is the number of complaints handled; and follow-up questionnaires are sent to his customers checking his appearance, service, courtesy, and cleanup.

Feilen has assisted the formation of a Business Management Seminar in St. Joseph which teaches technicians how to manage their money plus how to arrive at a fair service charge rate which is profitable yet reasonable to the customer.

Whirlpool also created a "Cool Line" which is a direct dial national WATS line which customers call for information or to complain. The caller will be referred to a service agency within their area or will be given information as to where they could purchase a Whirlpool appliance. This has also created happy customers.

Feilen said, "service and product performance make all the difference." He listed the Eight Essential Elements:

- Adequate facilities
- Necessary tools
- Capable manpower
- Service training
- Up-to-date literature
- In-home service know-how
- Adequate parts inventory

Knowledge of factory/distributor procedures which are of equal importance in providing the kind of service that assures customer satisfaction.

Nappanee Offers Tourists A Look at Amish Life Style

Amish Acres, an 80 acre farm with an original old order Amish structure dating back to 1874, is located one mile west of Nappanee, Indiana, on U.S. Highway 6. Although still undergoing restoration, Amish Acres has been open for public viewing for three years. The historic site serves to educate both local and far away visitors on the "ways and whys" of this religious culture. A trip to Amish Acres does not bring one into contact with the Amish people, rather a look at their way of life that has remained virtually unchanged for over 400 years. While other small existing cultures find themselves separated from the rest of the world by physical barriers—a mountain range, desert, or ocean—the Amish have maintained this very "plain" approach to life, amidst modern society.

A major feature of Amish Acres is the 45 minute guided tour of the home and barn. Nearing the main house, one passes an Amish garden, complete with vegetables, herbs, and spices. Peach and apple trees line the path leading toward the drying house and bake oven. The six acres of orchard have a dozen varieties of apple trees, as well as cherry, plum, peach, mulberry, and walnut trees. Nearby is a tripod where apple butter is made at Amish Acres during the fall and winter months. A smoke house, butcher's block and root cellar complete the outdoor kitchen.

The 1874 building was a single room, 12 by 15 feet, but it was later expanded to reach its twelve room size of today. Two years after the original structure was built, a 40 by 100 foot barn was raised. In 1830 the farm was surveyed by the federal government and the land was granted twelve years later. Christian Stahly and his three brothers who purchased the property in the late 1850's were the first Amish to settle in Nappanee. The Windmill Controversy is the probable reason the Stahly family left the

Nappanee area and resettled in Remo County, Kansas, near the turn of the century. The disagreement, which resulted in nearly one-half of Nappanee's Amish residents following the Stahly family into Missouri and Kansas, concerned the use of new agriculture machinery. That same year, the loss of an Ohio relative's home by fire resulted in ownership of the Stahly farm in Nappanee being retained within the family. The Manasses Kuhns, resided on the estate that is now Amish Acres, until his death in 1968, at age 98, having outlived three wives and leaving fifty-four heirs. Their property was therefore retained within the same family for 76 years, and with its residents only of the Amish faith.

Today, 2500 Amish live in a sixteen-district area surrounding Nappanee. Church services are still held every other Sunday and conducted in a mixture of High German, Pennsylvania Dutch, and English. Just as the life style of the Amish is "simple", so follows their overall concept of religion with a literal interpretation of the Bible.

Many visitors conclude their trip to Amish Acres with the family style dinner in the Victual Room. Seated amid hand-hewn timbers, guests select from a typical Amish menu of thick bean soup, roast turkey, cider baked ham, scalloped sweet potatoes with apples, sage stuffing, and shoo-fly pie.

Beneath the dining area of the Greeting Barn, tourists may brouse in the antique and gift shop. A new addition to Amish Acres, the bakery, adjoins the visitor information center and gift shop.

Although the Greeting Barn appears as a modern structure to the approaching motorist, like the other buildings on the farm, its history is decades old. The hand-hewn beams, so evident in the Victual Room, were taken from an authentic Amish barn, several miles from Amish Acres.

The Amish Acres Greeting Barn houses an antique and gift shop, a visitor information center, a bakery and the Victual Dining Room.



Insurance Advertising Regulated

by Joseph Saldino

Advertisements for Hospitalization Insurance, until recently, all had a note of urgency. "LIMITED OFFER", "DEADLINE TO MAIL APPLICATION ONE WEEK FROM TODAY." The come-on was a real bargain—"SEND ONLY 25¢", "\$1.00 WITH THIS APPLICATION". The benefits were blazoned in huge letters—" \$50,000.00 BENEFITS", "\$20,000.00 TAX-FREE", "\$1,000.00 A MONTH CASH TO YOU", "\$600.00 A MONTH CASH SECURITY PLAN", "\$400.00 A MONTH EXTRA INCOME". These Insurance advertisements were attractively presented by top Madison Avenue talent and advertising agencies.

Thousands of Indiana citizens have in their possession these types of policies. Some are satisfied with the protection received. Many more are not. Too many complaints have been received by the Complaint Division of the Indiana Department of Insurance on health claims, cancellations, non-renewals, exclusions, and limitations.

The ads were not telling the whole story. One had to hunt through the fine print for the restrictions, loopholes, limitations, exclusions, and modifications of the highly prominently emphasized benefits.

Health and accident insurance advertising, Regulation Number 19, was promulgated May 10, 1972, and is now law. This Regulation was the result of study since 1956 by committees of the National Association of Insurance Commissioners. In December of 1971, Indiana Insurance Commissioner, Oscar H. Ritz, headed a sub-committee to make final recommendations to the convention of the National Association of Insurance Commissioners. It was adopted and Indiana then proceeded to formally adopt the Regulation, Indiana being one of the first states to do so.

This Regulation provides guidelines and interpretative explanations to the use of insurance companies in preparing future advertising. For example, if a policy is to pay \$1,000.00 a month for accident only, the equivalent *daily* amount and the *accident* portion is to be printed in equally large print. Previously, too many persons thought the policy covered *sickness* as well, because the accident only was mentioned in the fine print.

If a policy says "No medical exam needed", equally large print must state the fact that pre-existing conditions are not covered for two years. Really, it made little difference to the company about the health exam. Your doctor's report would permit denial of your claim if you had been treated or had symptoms. The Indiana Insurance Complaint workload is about 30 per 100 on health insurance claims and most of them refer to an existing health condition when the policy was issued.

Two very well known national insurance firms sold a \$50,000.00 Medicare Supplement for \$3.00 a month. The low premium should have warned anyone that it was a very

restricted policy. What was promised? It promised to pay for *every single gap* in hospital medicare *after* the initial deductible. Few persons realized this meant a *confinement of 60 days in the hospital* before the *first gap* occurred. I have checked with a respected actuary as to the odds of a person 65 years or older staying in a hospital for 60 days or more. The average came to about six per 100. In other words, only six persons over 65 who were hospitalized stayed over 60 days. The figure drops to two percent or less to an average senior citizen even going to a hospital and then staying over 60 days.

In the future, advertising will have to make a complete disclosure, so that the average citizen can determine whether or not a plan suits his needs and his budget. The proper premium per month must be disclosed in large print. The amount payable per day must be emphasized. The waiting periods such as "*after three days*" or "*after six days*" after which protection starts must be clearly pointed out. The Department of Insurance Complaint Division tries to tell those who inquire whether the plan has a pre-existing illness clause. Indiana law permits *three* years to contest a claim. Most companies take *two* years. A few companies are selling plans incontestable after only one year. The shorter a contestable period is, the sooner the peace of mind and the less the number of insurance complaints.

Many policies are purchased by those eligible for medicare, but many such policies reduce benefits after age 65. The reductions should be brought out clearly. For example, some pay \$30.00 a day—\$600.00 a month, but only \$15.00 a day—\$300.00 a month on those over age 65.

In August of 1970, over 4,000 Indiana citizens were shocked when a "non-cancellable" policy was non-renewed. The holders' welfare of such plans meant nothing. They were all legally dumped and too many were in poor health. The promise of non-cancellation turned out to be qualified and tied in to either raising rates for all in Indiana in this class or else non-renew. A bitter lesson was learned and it was a hard pill to swallow for many who really relied upon this coverage.

Many other aspects are covered in Regulation 19, which covers 25 detailed pages. Already some of the larger mail advertisers have been called to task and will completely change their advertising format whether it be newspaper full-page ads, magazine supplements, television or radio advertising.

All consumers will be benefiting immensely as a result of a new era evolving on the wings of Regulation 19. With all agents and the public watching out for deceptive ads, citizens will at least know that another forward step has been taken to give full disclosure on advertising for health insurance to assist all Indiana citizens to evaluate and make proper decisions.



Indiana State Fair 1972

Indiana State Fair, 1972, treated over one million visitors to larger and more varied exhibits and better physical facilities. The objective of the State Fair Board was to offer an exposition that pertained to the wide interests of all Hoosiers. There was "something for everyone" at the 1972 Indiana State Fair.

The Exposition Hall, known to most as the manufacturing building, received a greater attendance, due in part to its newly air-conditioned facilities, but also due to an increasing interest in Indiana Industry. Exhibits in the Exposition Hall ranged from manufactured items for the farm to computer-operated machines for business to entertainment for the home. Over 125 exhibits represented Hoosier businesses and religious and charity organizations. The Department of Commerce enlarged its display this year by offering a circular audio-visual display, called *Industriana*, showing Indiana's growth in tourism, industry, and transportation.

Displays of flowers, gardens, and vegetables gave the Agriculture-Horticulture Building a festive and colorful mood. Floral and garden arrangements were designed by more than 25 exhibitors from Indiana, Ohio, and Illinois. Fruit and vegetable displays numbered over 200 classes.

Information on Indiana's business colleges, vocational schools, two and four-year colleges and universities was presented to interested persons in the Universities Building. An addition to the Universities exhibits was the Career Counseling Cruiser, owned by the Indiana Vocational Technical College, and manned during the State Fair by the staff members of the Mallory Technical Institute.

The 4-H exhibits, demonstrations, contests and awards, as always, made a major contribution to the fair. Over 35,000 youths participated in such events as the dress revue, hog, cattle and sheep judgings, horseshoe pitching, the English Horse Show, plant science and talent contests. According to the 4-H Club rules, to be eligible, any boy or girl between the ages of 10 and 18 who is a current member of the 4-H Club may participate.

Special shows were featured everyday in the Home and Family Arts Building. Among the special events were hair-styling and make-up demonstrations, a style show of unusual fashions from around the world, and discussions on graphic arts, law enforcement, education, and social work. A show that was affiliated with the Home and Family Arts Building, but performed in the Farmers' Building, was Arlene Francis' "My World". Miss Francis spoke about her personal and celebrity experiences. Be-

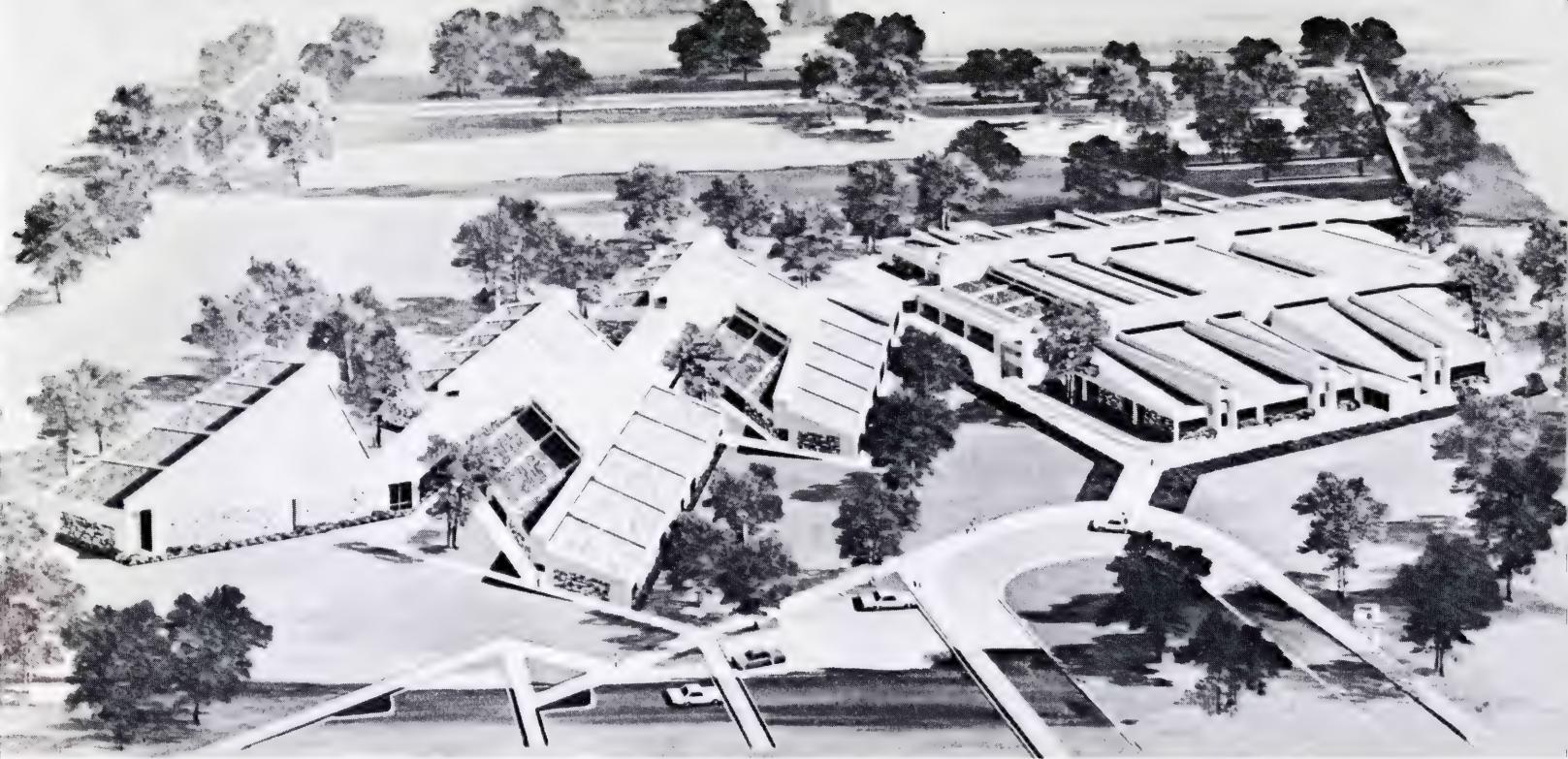
cause of greater participation, the newly-painted building had to expand its facilities for such exhibits as the antique, amateur fine art and potpourri displays. An added bonus for the antique section was new carpeting and antique-finished showcases. The amateur and professional photography exhibit also received a larger response this year than ever before. A new category, recycling, showed the possibilities of artwork made from bottles, glass, magazines, newspapers, plastic containers, and tin cans.

Band Day is always a big day at the Indiana State Fair. Approximately 120,000 persons watched the 66 high school bands compete. Shenandoah High School of Middletown placed first in the state. The other music-makers in the top five were Wapahani High School of Selma, second place; Anderson's Highland High School, third place; Ben Davis High School of Indianapolis, fourth place; and Martinsville High School, fifth place. Another main high school event was the cheerleading contest. Anderson Highland High School placed first for the varsity squads, and first place for the reserve team was won by Warren Central High School of Indianapolis.

Abraham Lincoln made his appearance and spoke to audiences everyday at the Lincoln Building. Mr. Lincoln, a computerized operation was borrowed from Disneyland to lend even more variety to the Indiana State Fair.

Afternoon and evening entertainment was provided by Sonny and Cher, David Cassidy, Johnny Cash, Lynn Anderson, and Mike Douglas. The Sonny and Cher Show was sold out well in advance of the Fair's opening day and David Cassidy drew the second largest audience.

This year more than ever before, one of the greatest priorities of the State Fair Board was to improve the physical facilities of the fairgrounds. Almost every building's interior was repainted. Several of the buildings received new roofs for better insulation, and the Exposition Hall was air-conditioned. Parking facilities were also enlarged. All of these improvements, however, were not just for the two weeks in August devoted to the State Fair. Mr. Estel Callahan, Secretary-Manager of the Indiana State Fair, has stated that it is unfortunate that more Hoosiers and out-of-staters do not realize the variety of uses which the fairgrounds offer all year. All of the buildings, with the exceptions of the Poultry Building and the Home and Family Arts Building, are for lease all year-round to special events, expositions and conventions. Interested groups may contact the Administration Building at the Indiana State Fairgrounds, 923-3431, Extension 201.



The "Handi-Campus" will contain a program and activities center and ten interconnected residential units.

Handi-Campus Assures "Hope"

New Hope Foundation, a short and long-term care facility for mentally and physically handicapped children and adults, will be the first of its kind in the nation. The care institution, to be completed by 1974, will be constructed in Indianapolis at 86th Street and Payne Road. Plans for the new building include a 60,000 square-foot program and activities center, and ten interconnected residential units that can house 200 mentally and physically handicapped children and adults.

Originated by Mr. Nachon H. Keljik and Robert L. Ralston in October, 1969, New Hope Foundation was designed to assure parents that their handicapped child would receive full-time or part-time care and therapy, if the parents died or became too elderly or disabled to support him. The foundation works much like an insurance company. Each month, the parents pay a "premium" of \$50. Whether the parents live for only one month after beginning the plan or fifty more years, the foundation will provide full room and board, plus the necessary therapeutic and medical needs for the child.

A full professional advisory committee will be working with New Hope physicians, dentists, and paramedical staff members to evaluate the individual problems of each resident and out-patient. A program will be worked out for each child's growth and development. The evaluation teams will determine the therapy directed toward the child's highest degree of physical habilitation; the team will also develop an educational and creativity program based on the child's abilities and talents. Psychiatric counseling will be available for environmental adjustment problems.

The New Hope Foundation has received grants from

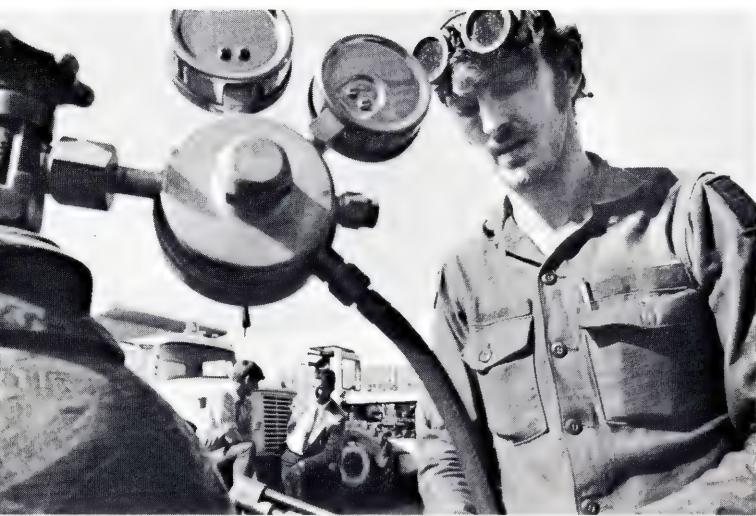
the Lilly Endowment Fund of Indianapolis, The Kresge Foundation of Birmingham, Michigan, the Indianapolis Foundation for Construction, and an anonymous local foundation for development. The balance of the \$6,500,000 facility will be made up by a Federal Housing Administration mortgage which is backed by gifts, pledges, and guarantees from the Indianapolis business community, interested individuals, and organizations. The monthly payments of the parents will be used only toward the patient's needs, not toward the construction of the facility itself.

Construction for the New Hope "Handi-Campus" was to have begun in September, 1971, for a smaller facility designed to house 100 residents. However, the Federal Housing Administration recommended that a larger facility be planned to accommodate 200 children and adults.

The New Hope Foundation facility will serve as a model for other such planned facilities across the nation. Since the Indianapolis birth of the foundation's concept in 1969, 47 states and two foreign countries have requested similar residence facilities. The Illinois affiliate has already selected a site at the University of Illinois in Champaign. Sites for New Hope Foundation facilities also are being chosen in Columbus, Ohio, Philadelphia, St. Louis, Denver, and San Francisco.

Mr. George L. Hufford is the administrator for the New Hope "Handi-Campus". He served as Assistant Director and Program Director for the Division of Services for crippled children, Executive Director of the South-eastern Indiana Rehabilitation Center, Inc., and Executive Director of the Rotary Rehabilitation Center and Clinics of Mobile, Alabama.

Joint Effort toward Employment



The Opportunities for Veterans Program offers a returning serviceman automotive training.

The employment crisis of the city needs the combined cooperation of government and the local community. When forces are joined, the urban area has the capacity to move ahead dramatically. The relationship should reflect the necessity of full employment coupled with the desire for growth in the living standards of its people.

Utilizing the resources of the Greater Indianapolis Progress Committee, a volunteer, non-profit, bipartisan organization, a series of action task forces were begun, out of which grew the Metropolitan Manpower Commission (MMC). The city agency is responsible for an overview of the employment picture and the coordination of special manpower and training programs.

The benefits of decreasing unemployment go far beyond the weekly pay check. The community witnesses fewer citizens on the welfare rolls and the funneling of tax dollars into other community services. The objective of the MMC is to not only aid Marion County, but also the seven counties surrounding it.

The Metropolitan Manpower Commission has channeled its efforts into seven major programs. The Neighborhood Youth Corps projects are designed for both school drop-outs and 14 to 18-year-olds still in school, yet having financial needs that must be met while seeking the promise that higher wages can come after graduation.

The "hire now, train later" philosophy serves as the crux of the Public Service Careers (PSC) program. Disadvantaged persons are employed by city agencies and trained and counseled while on the job. The PSC, a two-year pilot project, was terminated early this summer. The knowledge and techniques gained from the PSC program are being implemented into other existing MMC projects.

With approximately 400 Vietnam veterans returning to Indianapolis each month, the Opportunities for Veter-

ans Program was initiated. Short-term loans are available to returning servicemen and women for educational programs.

Since its April, 1971 beginning, the Metropolitan Manpower Center (MMC) has interviewed more than 100 clients per week. The MMC places particular emphasis upon persons having "employment barriers"—health problems, low economic status, low educational levels, or a record of unemployment or absenteeism.

The Emergency Employment Act, signed into law by President Nixon on September 1, 1971, directs its attention to "putting people back to work." Both salaries and training fall under federal funding. The Indianapolis area has been contracted for this program for approximately \$3,455,094 during a two-year period. If the national unemployment rate falls below 4.5 percent, the program will not be renewed. Jobs desired range from unskilled laborers to teachers and engineers.

The Manpower Area Planning Council (MAPC) serves in an advisory capacity to Indianapolis Mayor Richard G. Lugar on employment needs and training for the eight county area. A recent survey among those living within the inner city found that: "More than half of those interviewed, whether employed or out of work, said they urgently wanted and needed more training, specifically in medical services, skilled trades, clerical work, and machine operation . . . there is no significant difference in the unemployment rate between blacks and whites in the inner city . . . 60 percent of the unemployed actively searching for work are women . . . nearly one-half of the 16 to 20-year-old high school dropouts are without work."

The Indianapolis Plan for Equal Employment, Inc. seeks employment in the construction industry for greater numbers of disadvantaged persons. The fourfold program urges minority contractors to hire more minority workers, aids high school age youth in securing construction jobs that will serve as an apprenticeship, provides assistance and education to minority persons desiring to start their own construction firm, and makes sure that federally-funded building projects comply with minority hiring practices.

The MMC cooperates with numerous state and local projects in seeking a comprehensive approach to the unemployment question. One such affiliate is the Weir Cook Skills Center, which places its emphasis on employment programs for women.

On April 13, 1972, the MMC initiated the special project "Take a Big Step", seeking 1,000 summer job pledges from local employers. The program was begun as an expansion to the summer employment project conducted by the Indiana Employment Security Division. In its first 72 hours, "Take a Big Step" received 200 employment pledges from Indianapolis businessmen. Firms were asked to complete a job description form, detailing the company, job title, department desiring employees, specific job requirements, and the overall environment and individual's duties. Employers later assisted the MMC in evaluating the summer employees and the "Take a Big Step" program. Youth recruitment was centered in seven areas of the city—Model Cities, United Northwest Association (UNWA), Mapleton, United Southside Community Organization (USCO), West Indianapolis Neighborhood Community (WINC), Haughville, and the Near Eastside Community Organization (NESCO).

Industrial Park Plan

A Community Asset

by Ned Hollis

Questions are often raised about the value of industrial parks to communities seeking new plant locations and expansions. A few of the advantages, disadvantages, obstacles, and objectives are discussed so that the park concept is better understood.

The decision to undertake developing a planned industrial park or district is an important one. The decision to venture into this area is not the ultimate answer to all of a town's industrial development problems, nor is it something to be taken lightly. It is an important decision because of the expense involved in time, money, and in effort. A community should not labor under the misconception that a new industrial park will eliminate all unemployment and all other industrial problems in a community. It will not. But, the logical starting point is a well directed and defined program for industrial growth.

Many professionals in the industrial development field feel that before a community can compete with all other towns looking for industry, it must first have "merchandise on the shelf". The merchandise in this case is a fully developed industrial site. This site may be located in a park.

Business courses, conducted at the Weir Cook Skills Center, lead to secretarial employment.



When a company commits themselves to an expansion plant, they become anxious to acquire the land and begin construction. If the town has nothing to offer that is immediately available, it automatically eliminates itself from the competition. Promises are not adequate at this stage of the process. Therefore, in order to begin a truly successful industrial development program, it is a necessity that every city must have a planned industrial district, park or site owned or controlled by groups willing to make the land available at a fair price.

In other words, the availability of developed industrial land is a must for the attraction of industry. It is needed to assure the orderly and organized growth in the larger cities. In the smaller ones, industrial land is necessary to attract the prospects initially.

There are at least two advantages that a park might have over an industrial site. The first advantage is that of prorating the development costs over considerable acreage, thereby reducing the per acre costs. Secondly, the park may take care of the communities' site problems for a period of years. The advantages of any development site over raw land sites are too numerous to mention.

Once the decision has been reached to acquire and develop a site or park, the next step is selecting land. Much thought and self-analysis should be used in this step. There are so many variables that make up a good industrial location that seldom do they all exist in one area. It is important for the community to put together a location that can be considered favorably in as many variables as possible. Some variables that need to be considered are: cost of land, its availability, highway, rail and utility accessibility, contours drainage elevation with relation to potential high water damage, and existing municipal services such as fire and police protection. Other variables are public transportation, mail service, proximity to housing in various price categories, soil bearing characteristics, airport accessibility, whether or not the area is within the switching limits of the serving rail carriers and also within the delivery zone of common carrier truck lines, prevailing winds, and zoning classification. After selecting a location that meets as many of the above characteristics as possible, the next step is to acquire the land and plan the basic layout of the area.

A word of caution is meaningful in the layout stage. Some people have made the mistake of drawing the park on paper and then beginning construction of roads and utilities extension into the property. For the most part, this eliminates any development that does not fit into the pre-arranged park. For example, if a site was already divided into five-acre tracts by roads and utilities and some prospect is looking for 15 acres, it would be very costly to accommodate this prospect. It is best to develop the area in a logical sequence and to only extend the services as they are needed.

Perhaps the final step is to establish some covenants to preserve property values. Typical covenants are setback requirements, outside storage, landscaping and many others.

Once all the effort, time and money has been exerted to develop a park for the community, do not expect a rush of new industries into the area. This is not a panacea, but it may be the first step on the long road of successful industrial development.

Indiana Heritage Park “Disneyland” for Hoosiers

by Jeannie Shaw

Indiana Heritage Park, a theme park similar to the designs of Disneyland, Disneyworld, and the Six Flags Parks, will be constructed at the intersection of I-65 and State Road 47, two miles north of Lebanon in Boone County. Construction on the 75 acre park will begin in early spring, 1973, and is expected to be completed by May 1st, 1975.

Randall Duell and Associates have been contracted to design Indiana Heritage Park. The architectural firm in Santa Monica, California, has designed similar theme parks, such as Six Flags over Texas, Six Flags over Atlanta, and Astroworld in Houston, Texas. The landscaping will be planned by Fritz Loonsten, who has won a national award for Eli Lilly's new executive offices in Indianapolis and has designed the landscaping for Indiana University for 32 years.

The initial design for Indiana Heritage Park devotes part of its 75 acres to Indiana history. Visitors will walk down an old Indiana Main Street which leads into an early rendition of Fort Wayne. At the entrance of the park, there will also be a Hoosier Hall of Fame. However, Indiana heritage is only one of many projected themes of the park. The latest plans include an Old World section where children and adults alike will ride through King Arthur's Castle in which the merry Ghosts of England will haunt every visitor passing by. Antique cars will carry passengers through the old-time streets of London and Paris. There will also be village areas representing Holland, Italy, Switzerland, Africa, Ireland, Scandinavia, Mexico, and China.

A third theme is the Land of Oz for all of the "children" to "follow the yellow brick road." Mod America and Tomorrow land also will be developed to "bridge the generation gap." A replica of the White House will represent American heritage, and a Polynesian island will welcome visitors off of the boat which will travel around a lake in the middle of the park.

An auditorium, with a seating capacity for 2400 persons, will provide daily shows and concerts for visitors. Shops and at least twelve restaurants are some of the varied features of Indiana Heritage Park. For those who love to sit and "people-watch," gardens and picnic areas will be provided; Trams will carry visitors to their destinations within the park.

Indiana Heritage Park, a \$25 million development, is expected to have one million visitors during its first year of completion. Keith Miller, vice president of the park

corporation, predicts that within two years, the annual visitor count will be between two and three million persons. An Economic Research study is now being conducted by Raymond E. Braun, a member of the Economics Research Associates from Los Angeles, California. The company, which has done fourteen studies for Disneyland, will determine the total attendance per year for Indiana Heritage Park and the maximum attendance on any given day of the park's attendance. This study will aid Keith Bratton, president of Indiana Heritage Park and Mr. Miller in determining the needed facilities for the park. The season for the park will run from May 1st to Labor Day. However, its gate will open again for holiday celebrations and on weekends, weather permitting. Admission at the gate, according to Mr. Miller, will be \$6.50. The park may also open for special, large parties, such as junior-senior proms and conventions.

An exit off of I-65 will be constructed for the South-bound traffic into the park. Northbound traffic on I-65 will be routed onto U.S. 52 and then onto State Road 47 which will lead to the entrance of the park. Plans are being made to widen 47 to a four-lane in that area to alleviate any problems caused by the expected heavy flow of traffic. A private aircraft landing strip will be built just outside of the area; and a shuttle bus will be available to transport Indianapolis visitors to the park.

The Indiana Heritage Park will be in the center of a planned 2944 acre development, managed by the Sugar Creek Development Corporation. This development has been zoned to avoid the carnival-like neon confusion which overtook Disneyland. According to Mr. Miller, the problem for the California park occurred, because there was not enough controlled land surrounding Disneyland to protect it from becoming an extremely commercialized and transient area. Instead of Indiana Heritage Park's attracting this type of growth, the Sugar Creek Development Corporation is planning a \$200 million project which will add to, rather than detract from, the neighboring Boone County communities.

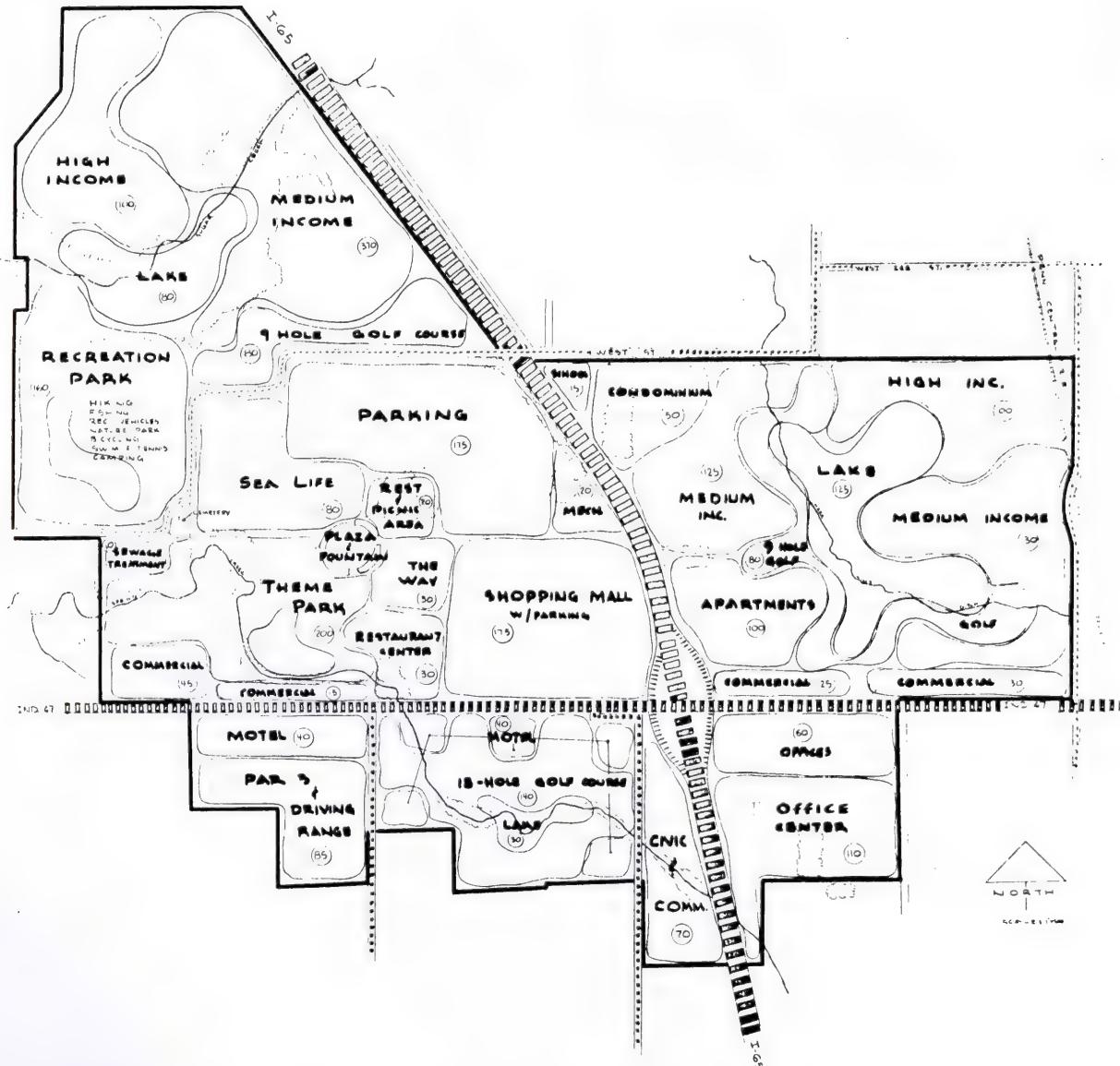
This project will be developed to fulfill the predicted, increasing demands for housing, visitor needs, and business in Boone County. Plans for the 2944 acre development include apartments and condominiums, a 160 acre recreation park, and a sea life park. Two nine hole par three golf courses and an 18-hole championship course will be constructed. This area will also have a restaurant center with at least six international restaurants and a

dinner theater. A 175 acre shopping mall is planned, and 80 acres of land will be left open for motel development. Space also will be allowed for a commercial center, schools, churches, and civic buildings.

"Why Lebanon?" This seems to be the recurring question in many minds. Mr. Miller explained that this area was selected because of its central location between Chicago and Louisville and its easy access off of I-65. Also, the area is centrally located and within a day's drive from Ohio, Illinois, Michigan, and Kentucky. Within 200 miles of the site, there is a drawing potential of 21.5 million persons. Most Lebanon citizens do not consider the predicted number of tourists a problem. Indiana Heritage Park virtually will be a self-contained unit with its own security, sanitation plant, and water facilities. The park corporation will employ their 1500 employees from the

neighboring town high schools and Indiana colleges and universities.

Keith Bratton, President of Indiana Heritage Park, Inc., is a resident of Indianapolis. He is the owner of the Keith Bratton Advertising Agency and a former public relations representative for ABC-TV. The Vice President and Secretary of the park is Mr. Keith Miller from Greenwood, Indiana. Mr. Miller is a specialist in tax sheltered investments and primary stock issues. He was formerly the Vice President and Director of Payroll Savings for the Pilgrim Life Insurance Company. John R. Price, the Treasurer of Indiana Heritage Park, is the Secretary and Director Mutual of The Mid-America Life Insurance Company. Residing in Carmel, Indiana, Mr. Price is a graduate of the Indiana University School of Law.



Initial plans for the Sugar Creek Development include Indiana Heritage Park, housing, a commercial district and recreational facilities.

Student Consumers Attend Conference

by Brad Baker and Suzie Yates

Students, as consumers of the services and products of many government, educational community and industrial concerns, have been attempting to generate more input into the decision making processes of the many public and private sectors which serve them.

A group of students at the Bloomington campus of Indiana University has been working with the National Committee on Student Consumer Action in planning the SECOND NATIONAL CONFERENCE ON STUDENT CONSUMER ACTION. The theme of the conference, "Students as Citizens: Preparations for Responsible Action," is centered around the belief that the subject of students as consumers and responsible citizens concerns government, academic, community, business and other student representatives.

Speakers of both local and national renown are to participate in panel discussions, workshops, and lecture programs during the October 10-13 event, which will be held at the Indiana University Auditorium in Bloomington. The list of speakers includes:

Erma Angevine, Executive Director of the Consumer Federation of America;
Dr. David Caplovitz, Columbia University professor and author of *The Poor Pay More*;
Charles Cavagnero, Director of Field Operations, President's Office of Consumer Affairs;
Ray Dearing, Executive Director, Better Business Bureau of Greater Indiana;
Betty Furness, Special Assistant to President Johnson on Consumer Affairs and author of "Counsel for the Consumer" in *McCalls*;
Janelle Hill, graduate student at the University of Michigan and member of the National Committee on Student Consumer Action;
David Swankin, Washington Representative for Consumer's Union;
Dr. Hans Thorelli, Vice President for Public Policy of the American Marketing Association and E. W. Kelley, Professor of Business Administration at Indiana University;

The conference is part of an experimental curriculum course and University-wide lecture series that will be video-taped and broadcast to the sixteen state-supported universities on closed circuit television. The course has been designed to offer students an opportunity to gain tools and methodologies for solving problems of personal and social concern. During the semester, the program will include discussions on: Student Activism; The Academic Background to Problem Solving; Government, Corporate, and University Decision Making; Environmental Quality, Medical Care Delivery; Drugs and Alcohol; Juvenile Delinquency; Zoning, Planning and Transportation; Discrimination; Welfare; and Mental Health.

Additional information and registration forms may be obtained by writing to:

Ms. Suzie Yates
Conference Bureau (275-72)
Indiana Memorial Union
Bloomington, Indiana 47401

Campers' Meeting Termed Successful

An assembly of 45,000 members of the National Campers and Hikers Association (NCHA) are bound to make an impact. To meet the needs of such a gathering of people, three South Central Indiana communities worked cooperatively in planning the 13th annual NCHA Convention at Camp Atterbury near Edinburg last July 7-14. The Columbus, Franklin, and Edinburg Chambers of Commerce provided the leadership and main source of communication with the NCHA. The Columbus Chamber was designated as the official host for the eight-day affair.

Public meetings were held last winter to allow individuals and civic groups to provide input into the planning, while becoming informed of the objectives and structure of the NCHA. Not only did the local communities expect an economic boost, but more importantly, they visualized an opportunity for greater numbers of citizens to participate in the promotion of their own local community.

Aside from the actual facilities for shopping, first aid, and traffic regulation, an hourly bus service linked the campsite with Columbus, Edinburg, and Franklin. The round trip charge to passengers was 50¢ for adults and 25¢ for children, except on Parade Day, when the charge was raised to \$1.00 for adults and 50¢ for children journeying into Columbus.

An information center was located on the Franklin Courthouse Square to welcome visitors. Here, brochures on Indiana, packets of camping literature, as well as information concerning points of interest within the city were made available. Tours to the Indiana Masonic Home, Franklin United Methodist Home, Johnson County Historic Museum, and Franklin College formed at the downtown information center.

As thousands of people visit the city's distinctive examples of modern architecture annually, the Columbus Chamber of Commerce offered Architectural Tours on Monday and Tuesday, July 10 and 11. Approximately one hundred visitors viewed thirty-one structures, including schools, churches, and civic and municipal buildings.

Out-of-state guests were welcomed to the area by numerous banners displayed by businessmen along U.S. Highway 31 and Ind. 252. Small stands selling home-grown vegetables and bags of campfire wood lined the road connecting U.S. 31 with the campsite. Merchants deviated from their normal stock of merchandise, as filling stations were selling cantaloupe and wall hangings, and artificial flowers might be purchased at a bait shop.

Perhaps the side benefits of such a massive event are most important. While some merchants tried to gear promotion of articles to those most salable to NCHA members, businessmen witnessed an overall rise in cash receipts by local residents. Thus, the local community took advantage of the Campvention and journeyed downtown to shop, while at the same time had the opportunity to mingle with visitors from each of the fifty states.

To lessen the heavy flow of traffic in the area, I-65 was opened on June 30, some three weeks earlier than scheduled. Thus, state residents were to observe a long-range benefit. The strip of highway connecting U.S. 31 and Camp Atterbury was resurfaced prior to the NCHA Campvention.



"Shuttlebus" service was provided between various locations on the campsite.



A mobile information center, manned by the Tourism Division of the Indiana Department of Commerce, was one of several information locations within the three-city area.

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An adaptive reuse is being sought by the Historic Landmark Foundation for the Maennerchor Building, constructed in 1905 in downtown Indianapolis.

Commerce and INDIANA

OCTOBER 1972

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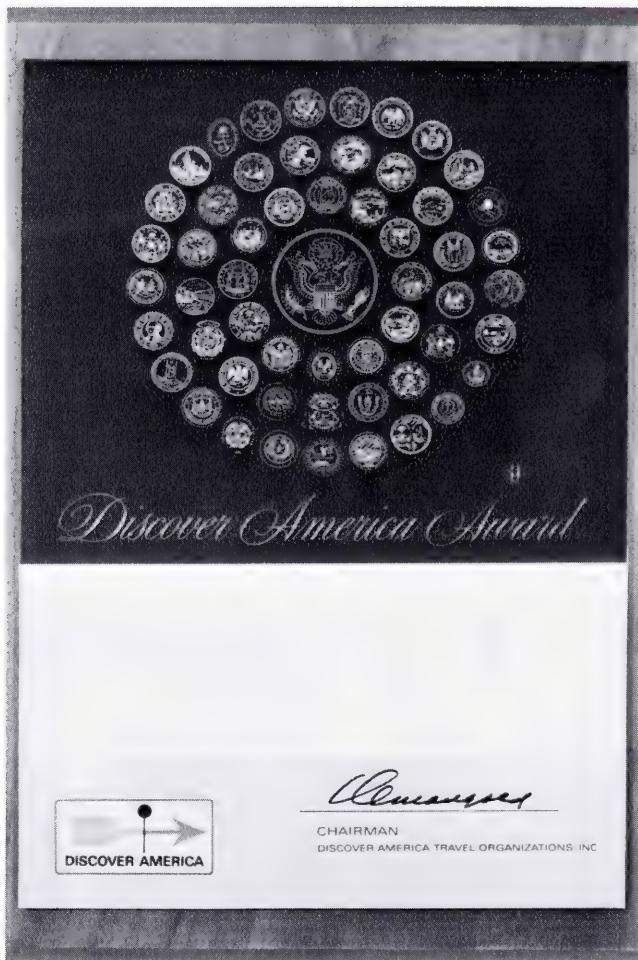
COVER PHOTO

Staff photo of the Indiana Division of Tourism.

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DATO Applauds State



DATO presents annual awards for outstanding contributions to the travel industry to federal, state, or territorial governments.

The Indiana Division of Tourism has been selected as a recipient of a 1972 Discover America Award for the second consecutive year. The competition which is designed to recognize and reward excellence, originality and outstanding achievement within the field of travel is conducted by the Discover America Travel Organization, Inc. (DATO), a non-profit agency based in Washington encouraging travel in the United States. The contest is divided among nine categories within the industry, with the Hoosier state entered under the heading of Federal, State, and Territorial governments. This major category has been divided into four sub-groups, dependent upon the total annual travel development budget for advertising and promotion.

DATO's nearly 1,000 firms and organizations include private businesses, associations from accommodations and attractions to transportation and travel sales, and local, state, and federal government agencies. The Discover America program conducted by DATO was established in 1965 through Congressional Resolution and Presidential Proclamation.

The award was presented to representatives of the Indiana Division of Tourism at the Fourth Annual U. S. Travel Conference sponsored by DATO in Houston, Texas, October 21-25. The Hoosier staff was commended for its "Indiana . . . the Center of Things" promotional campaign, which was aimed at creating a better awareness of Indiana's vacation opportunities among residents of both Indiana and other states, and in impressing upon Indiana citizens the importance of tourism to their economy. Elements included increased advertising in all media, the development of new literature, brochures and maps, and presentations designed to encourage tourism participation by private enterprise and local communities.

Entries are submitted in scrapbook form comprised of summaries of projects conducted by the division during the past year. Personnel, paid advertising, public relations and publicity, sales promotion, and sales aids and merchandising material served as the areas of emphasis within the Hoosier report. The public relations facet of the entry presented coverage of tourism-related activities through

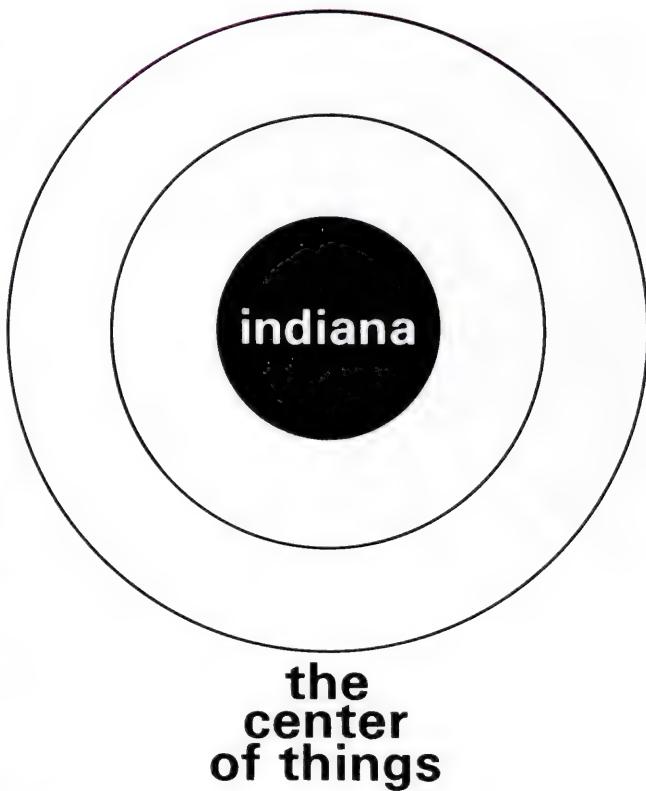
the "Commerce and Indiana" magazine. The traveling tourist information centers, the only such public relations project of its kind in the United States, served as a major Departmental activity from June until September. The ten mobile information centers reached an estimated 82,000 visitors to Indiana. Expenses, excepting salaries for the college students manning the units, were donations from six large Indiana firms.

The bulk of paid advertising is channeled into television, with nineteen stations within the State of Indiana participating. The Indiana Broadcasters' Association (IBA) utilizes four to five minutes of public service time to air a weekly tourism script to all ninety-two Indiana counties with some spillage to counties of the states adjoining Indiana. The Travel Press Service, initiated in May,

1972, provides a weekly press release concerning some aspect of the tourism industry to sixty-six daily and weekly newspapers, most of which are in Indiana.

Representatives to the Houston conference met in discussions, seminars, and workshops to explore all facets of the \$100-billion annual domestic travel, leisure and recreations industry. The program for the 1972 conference placed the spotlight on "Land of Many Lands," the consumer theme for the cooperative development, packaging and marketing of the Nation's travel resources on the basis of nine vacation regions. In addition to the nineteen industry categories of competition, the Golden Horseshoe Award and Discover America Order of the Corte were presented for the outstanding individual and the outstanding organization contributing to travel in the United States.

for Tourism Promotion



"Indiana . . . the Center of Things" serves as the logo for Hoosier tourism promotion.

Tourism Director Linda Jester discusses upcoming activities across the state with WRTV's Jim Gerard.

Energy Consumption Examined

by Bill Watt



With its demands for energy doubling every decade, an industrialized U.S.A. faces some decision-making of a monumental nature.

The energy crisis is a term of recent coinage. And it is safe to say that there is little widespread understanding of the problems associated with multiplying energy consumption. But as the implications unfold, the situation likely will broaden from its present status as a technological problem to a sociological

one—which means it finally will be played out in the political arena.

Delving into the matter places one within a welter of confusing statistics, little understood technical processes, and potentially volatile alternatives.

Is there an "energy crisis"? From virtually all utility and industry executives, you will get an emphatic "yes". Many scientists, viewing the matter from a somewhat different perspective, tend to concur. Certain environmentalists disagree—but their opposition leans more to the point that they envision solutions differing from acquiescence to increased and uncontrolled energy consumption.

And much of the opposition to utilities and industries centers on specific objections: consumer antipathy toward rate increases, environmentalist disagreement about certain polluting processes and techniques, or antagonism toward a particular site for a new generating plant.

The whole affair is complicated by other factors as well. Those suspicious of the motives of oil companies and

utilities perceive at least part of the rhetoric as scare talk to gain fatter depletion allowances, bigger profits and heftier rate increases.

Disinterested persons expect science to bail us out, as it has on so many other occasions.

But granted that scientists ultimately tap feasible new energy sources, the lead time for transition is so great that we may have to consider more "conventional" systems to get us through the short run.

A starting point for analysis of the energy situation is a look at fossil fuel reserves now on hand. You would not get a precise answer, because projections differ and leave substantial room for error.

Natural gas is presently in short supply, with possibilities of somewhat increased volumes available in perhaps three to five years.

Coal will assume less importance because extraction of remaining supplies is becoming more expensive. Only the advent of mammoth machines is keeping strip mining within economic feasibility. There still are substantial deposits in western states but in many areas there is strong opposition on environmental grounds. Likewise, regulations on sulphur content restrict marketability of some existing deposits.

Based upon statistics of demand and projections of additional sources, scientists believe the world is now at the peak of oil production. Even the most optimistic estimates of North Slope production are less than a ten-year supply for the United States at the present rate of consumption.

Economic and political geography is important to the oil picture. For the immediate future, industrial nations will have to rely on mideast oil for some needs; the unsettled political climate there could turn off the tap. Oil shortages would give Arab leaders greater bargaining power.

World politics aside, oil producing nations largely rank as undeveloped and are willing to sell oil to finance the basics of industrialization. As supplies dwindle, they may be less inclined to export a valuable resource.

There are additional possibilities for obtaining fossil fuels—improved mining technology, or exploitation of oil shales and sand tars.

But that will not keep pace with the doubling of energy use which is occurring each decade. Barring totally unexpected developments, we could see the end of fossil fuel reserves in sight by the year 2000.

A few years ago, there seemed to be a consensus among the public that nuclear power would afford a solution to mounting demands for electricity.

At this time, there are more than 20 nuclear power plants in operation in the U. S. with at least 50 more on the drawing boards. But nuclear plants now functioning provide less than two percent of our power. There are serious environmental problems associated with nuclear energy.

One is waste heat, a serious difficulty with conventional generating facilities as well.

The energy released in the generating process all becomes waste heat which must be cooled before it can be returned to streams and lakes.

There are some recent indications that thermal pollution of water may not be as damaging to aquatic life as had been supposed. Research in Scotland has indicated that discharges of warm water have some favorable effects (which comes as no surprise to Indiana's Lake Michigan Coho salmon fishermen who are accustomed to catching big ones near generating station water outlets).

There are substantial arguments on the other side, too. It seems a good bet that at least some limits will remain on acceptable temperatures.

The nut of this matter is what happens to the water used in the cooling process. It can be returned to lakes or rivers and be cooled by mixture with existing water. It may be placed in shallow cooling ponds before being returned to the stream. Or it may be circulated through a cooling tower.

The "once-through" method is feasible only on an extremely large body of water. The other two methods are troublesome in that they require taking large volumes from lakes and rivers. And some of the water is lost through the evaporation process—especially in the case of cooling towers, where the amount of evaporation affects local weather.

Indiana provides a good example of the situation. Utilities forecast a seven-fold increase in generating capacity by the year 2000 and have been eyeing sites for 22 generating plants of 2,000 megawatts capacity just to handle state demand.

The Indiana Department of Natural Resources has been analyzing the state water situation in terms of capacity of our rivers and lakes to provide the water needed for cooling purposes.

In general, its research discounts much future for the once-through method; we just do not have that many large rivers.

Using the other methods, water experts believe we can accommodate only 12 of the 22 sites and still maintain water quality standards and sufficient water supplies downstream from the generating stations.

Nuclear plants have an additional resource problem; fissionable uranium is a precious commodity and current supply estimates indicate that we could be over the hill during a person's lifetime.

That is why scientists have developed what is known as a fast breeding reactor. As best as it can be explained the process uses excess neutrons from the fission of Uranium 235 to convert non-fissionable uranium and thorium into fissionable material.

A gross oversimplification might be that the neutrons function in the manner of starter for sourdough bread.

What are the objections to nuclear power? The waste heat is higher than in conventional generating plants. Some people fear nuclear accidents. The volume of radioactive waste is small, but the problems associated with handling radioactive material (which may be live for hundreds of years) are huge.

Science is now testing all sorts of alternatives to our present systems. Solar energy is getting top billing but scientists also are looking at the possibility of harnessing tides, wind or the heat from volcanoes.

Among the touchy problems tied to development of new techniques is storage; right now there is no economically feasible way to store large amounts of electricity.

The power industry is attempting to increase the efficiency of power generation to conserve fuels; it is trying to balance peak demands to limit the number of facilities which would have to be constructed; it is seeking ways to utilize the waste heat. (In some locales waste heat is being used in municipalities for heating, but for the most part the markets for heat are far removed from the generating stations and the costs of converting waste heat to worthwhile uses, coupled with the scale involved, is presently prohibitive.)

It has been suggested that increases in consumption of power be limited; that could have drastic effects on our economy. And adoption by the U. S. of a zero growth approach to energy consumption might only postpone the day of reckoning.

At this time, the United States, with six percent of the world's population, consumes 35 percent of the world's energy. Other major industrial powers such as England and Japan rely on importing raw materials for their energy systems.

Even if we put the lid on consumption—and live with the consequences—the emerging nations will continue to draw upon the earth's energy reserves as they move from agriculture and poverty to industrialization.

Based upon past trends in energy technology, even if science comes up with methods of harnessing solar power, the replacement of conventional sources with solar sources is a development that will require several decades for conversion.

Meanwhile, industrialists and utility executives get more jittery about what will happen in the next twenty to thirty years—before the new technology is applied but during a period of unprecedented surges in energy consumption.

Division Assumes Role for

by Kim Northam



The Lanier Mansion, built in 1844 of Greek Revival Architecture, is open year around to the public, in Madison.

Determining a role for itself in the historic preservation field became a task for the Indiana Division of Tourism in September 1972. That the promotion of tourism and the preservation of the state's heritage bear a close relationship was strongly sensed by the Division, but it was necessary to initiate a conscious effort to outline specifically those public informational needs warranting our attention.

Helen Duprey Bullock of the National Trust for Historic Preservation in her introduction to Jacob Morrison's *Preservation Law* cautions that a nation with no regard for its past will have no future worth remembering. That book points out that Indiana has enacted laws for the express purpose of stimulating public interest in historic objects and sites and to attract the attention of tourists and travelers, thus promoting the economic as well as the cultural welfare. To keep a running file of the developments in national and state historic preservation legislation and case law has emerged as one of the functions that the Division should assume. The various current and proposed legal techniques for protecting notable reminders of our natural and man-made past must be brought more into the view of both the public and those professionals trained to deal with our laws. A statute which is on the books but goes unused can no more effectuate preservation than one which does not exist at all.

Funding for preservation projects is often tied closely to legislative acts. For instance, until Indiana completes its state-wide inventory of historic places (which should occur within the next 6-12 months) and that list is approved by the Secretary of the Interior in Washington, D.C., Indiana cannot qualify for any of the federal monies allotted for grants to state preservation efforts. But while it is true that the State and Federal governments of this country are playing an increasingly growing part in the maintenance of our heritage, there are other private parties and organizations that should not be overlooked. The Division has established an index of foundations throughout the State of Indiana that might be interested in given preservation projects. Responsible inquiries made to this office will be answered with a list of those foundations which are appropriate to the specific case.

Finally, it is the hope of the Division that sometime

Condensed Census Data Available to Hoosiers

Preservation

next year it will be able to publish a guide to historic preservation. Public indifference and apathy are the major stumbling blocks in this field, and it is hoped that our release will not only provide practical information, but might also add one more spark to the spirit of preservation which is growing, throughout this state and the nation as a whole. The outlook of the citizenry affects the attitude of those in decision-making positions. Ada Louise Huxtable, prize-winning architectural commentator for the *New York Times*, has stated that an attitude of fashionable cynicism does not save cities. We must attune ourselves to the worth—both economic and aesthetic—that the structures of the recent and distant past hold for us. Frederick Haupt, a director of the National Trust, has written that it makes good economic sense to restore or preserve older buildings. Often he sees the square-foot cost of new construction as higher than remodeling a sound, historically important structure. Furthermore, a rejuvenated building can encourage restoration and preservation of an entire area.

Madison, Indiana, is perhaps this state's prime living example of Haupt's statement. In the last year alone, twenty-two new businesses, solely concerned with tourism, have sprung up there. In 1960, Madison was well on its way towards becoming a decayed rural town. With the creation and expansion of the scenic historic district, other new industries have been drawn to the area.

K. P. Singh, an artist trained as a city planner, is active in the Indiana preservation movement. When discussing with me historic and/or architecturally significant older buildings, he has commented that these are the buildings that have given cities their form and their character; we have to work *with* them, not without them.

We Americans have long been proud of our "modernity," but in order to keep this pride a well-founded rather than an empty emotion, we must have reference points from which to measure and appreciate not only how far we've come, but how close we still are to those achievements which have made up the fabric of our heritage. The Division of Tourism is terribly excited in playing its own small role in the preservation of our identity as a people.

The Economic Research Division of the Indiana Department of Commerce will soon release a new demographic study entitled INDIANA POPULATION CENSUS 1970. The study is a condensation of numerous reports from the United States Department of Commerce, Bureau of the Census. This new study gives population data of the state, economic regions (county clusters), counties, townships, cities and towns.

Enough interesting facts are presented in this work to fill many pages of a "Believe-it-or-Not" book. For example, there are 2,381 individuals in Indiana who are at least 100 years of age. Also, twenty-six of the state's ninety-two counties now have fewer residents than they had at the turn of the century. The past decade records three of the top ten fastest-growing townships (according to percentage) in Indiana are located in Howard County.

The study reveals that there are 95.1 males for every 100 females in the state, which is close to the national average. More males than females are born each year, but the attrition rate is higher for males until the age of 100, after which the sex ratio again nearly equalizes.

There are only eight counties in Indiana wherein the males outnumber the females, and Crawford County has the closest numerical sex ratio equality with 4,013 males and 4,020 females, a difference of only seven. Miami County is a close second with a difference of only twelve. However, Marion County boasts 32,989 more females than males.

Of the total state population of 5,193,699 persons, 92.8 percent are white, 6.9 percent are Negro, and 0.3 percent are of other racial background. However, since the 1960 Federal Census the number of white residents has increased only 9.8 percent, Negroes have increased 32.8 percent, and the other races have increased their number by 240.1 percent.

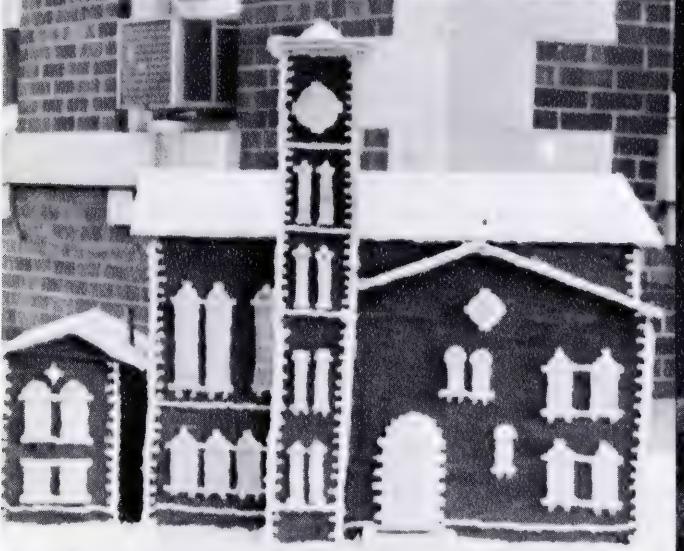
Within Marion and Lake Counties reside 69.0 percent of the Negro population of Indiana. Only three counties, Blackford, Crawford and Warren have no Negro residents. Whites outnumber the non-whites in every county and every township in Indiana.

The median age in Indiana is 27.2 years. Sullivan County has the highest median age of 35.7 years, and Monroe County, site of Indiana University, has the lowest median age of 23.2 years. Of the 1,008 townships in Indiana, Clinton Township in Cass County has the highest median age of 55.2 years, and the Center Township in Rush County has the lowest median age of 17.7 years. Eight townships have median ages of under twenty years of age.

The Federal Census counts inhabitants in their usual place of residence. College students are counted at their campus location, military personnel are counted at their base or installation, and persons in institutions are counted at the place where that institution is located.

Copies of this Census report can be obtained by contacting the Economic Research Division of the Indiana Department of Commerce, 336 State House, Indianapolis, Indiana 46204.

Indiana Autumn Hailed by



Festivals, Sesquicentennials



Stabilization Program Outlined

by Sonya Saunders

Phase II price controls are based upon a voluntary system which needs *your* help if Americans are to win the fight against inflation. During the 90-day freeze, no price could be charged which was higher than that charged in a substantial number of transactions between July 15 and August 14, 1971. The freeze was relatively easy to administer and violations could be spotted by consumers. But the freeze could not last for an extended period, because it created hardships in many sectors of the economy.

Consequently, the Phase II regulations are designed primarily to keep prices at a minimum, but still they permit businesses to pass on allowable cost increases. All retailers with more than 60 employees are bound by the post-freeze regulations. The commission goal is to reduce the rate of inflation *without slowing economic expansion*. To do this, the Commission is seeking to reduce price increases to an average of between two and three percent by the end of 1972. (Prior years: 1971, 4.3 percent; 1970, 5.9 percent; 1969, 5.4 percent.) In the first seven months since the Economic Stabilization Program began, the Consumer Price Index has risen at a yearly rate of 2.8 percent, compared with 4.1 percent in the six months preceding the freeze.

It is most encouraging that these voluntary actions are being taken in response to consumer complaints to the Internal Revenue Service. Patients involved have been able to obtain health care services at substantial savings in costs. Vigorous investigation of alleged stabilization complaints by the Internal Revenue Service has accounted

for five medical institutions refunding a total of over \$178,000 to patients, and six additional institutions rolling back planned increases that would have added more than \$1,000,000 to patient's bills in the next year.

TWO BASIC CONTROLS

The basic policy is to build on two major concepts: (1) that all price increases must be cost justified, and (2) that a profit margin limitation must be observed by firms granted a price increase.

FIRST: On "markup", which is the difference between the cost of a retailer's product or group of products and the price he charges you, expressed as a percentage of cost. Whether this percentage is calculated on a product or a group of products depends on the retailer's past pricing practices. Under the regulations, this percentage however calculated, is frozen at prefreeze levels. A retailer can now add on his higher product costs, but the percentage difference between the cost and price cannot change. Therefore, a price may go up, but only to reflect increased product costs.

SECOND: On "profit margin", which is the retailer's net operating profit expressed as a percentage of his net sales. Unlike markup control, which operates each time a retailer prices items, the profit margin test comes at the end of his accounting year. The test is simple: A retailer's profit margin is FROZEN at the level of his average

profit margin in any two out of the last three years ending prior to August 15, 1971.

USING BASE PRICES

We are often asked how "base prices" and "base price lists" fit into controls. BASE PRICE is usually just the highest price that legally could be charged for a product during the 90-day freeze. Retailers covered by price controls must post or make available the base prices for their products. The BASE PRICE LIST will tell you whether or not a price has gone up since the freeze. If it has, the base price will tell you how much.

If you come across an unusually large price increase, ask the store manager for an explanation. If his answer does not convince you that the increase is legitimate, call the Internal Revenue Service for information concerning the procedure to be followed in filing a complaint. On their own initiative, as well as in response to complaints filed, IRS agents will be checking markups and profit margins to determine whether there actually are violations.

YOU CAN HELP

Although IRS does a great deal of independent monitoring for potential violations and investigates complaints, prices cannot be held down without consumer's help. C. Jackson Grayson, Jr., Chairman of the Price Commission, says "Each of us can help hold down prices, if we are willing to accept a challenge. It's a simple, straightforward challenge; but like any medicine that really works, it's going to sting a bit to meet it. It begins with individual action: If it costs too much—walk away. That's right. Walk away. Don't buy. Try another store. (Yes, that does take time.) Find a substitute product. (Yes, that does mean buying habits.) Consume less. (Yes, that does mean extra effort and initiative.) Demand quality. (Yes, that does mean raising your voice now and then.)"

Dr. Mary Townsend Hamilton, the newest Presidential appointment to the Federal Price Commission adds, "The consumer must know that she can have a tremendous effect on prices. By not adding a product that costs too much, a housewife affects the market-place." The IRS is especially interested in the grocery area since this is where she spends the most time.

"With certain foods, for example, avocados, the farmer has a great deal of discretion as to when they are picked. He can delay picking the fruit until the supply is small and the price high. By not buying avocados if they cost too much, consumers could then effect a change in supply and demand which would bring down the price. "I'm a great lover of fish, but I will go back to eating chicken if the price of fish gets too high," she admits.

"What it boils down to is this: We're all the victims of inflation because we're all part of the cause of inflation. We demand more, and more, and yet more. And we're willing to pay the price. Isn't it time we stopped?" Grayson questioned.

INDIANA INTERNAL REVENUE SERVICE

Mr. James E. Daly, District Director of Internal Revenue, said the sellers will be required to refund your money if you have purchased an item and it is proven that there was an overcharge.

He mentioned a lakeside mobile home court where the rent was increased over the allowable amounts. The office received several complaints and investigated and then the landlord was required to refund the money to *all* who were overcharged as there was no cost justification. So your inquiry is important.

Any questions should be directed to:

Internal Revenue—ESP
P. O. Box 44587
Indianapolis, Indiana 46244

Letters, including all the facts, are preferred unless a local call can be made to 633-8611, between 8:00 A.M. and 4:45 P.M., Monday through Friday.

REMEMBER:

- Be an alert consumer.
- Resist price increases.
- Compare present prices with base prices.
- Shift from one brand or product to another.
- Patronize the retailers who give you the best value for your money.

GLOSSARY:

Profit Margin. Operating profit divided by sales, which expresses the margin as a percentage of total sales.

Base Period Profit Margin. The weighted average of the best two of the firm's three fiscal years prior to August 15, 1971.

Price Increase. Any increase above the base period.

Base Price. The price charged for a product or service during the 90-day freeze or on May 25, 1970, whichever is higher.

Allowable Cost Increase. A cost increase incurred since January 1971 or the last price increase, whichever is more recent.

Productivity Factor. The average percentage increase in productivity achieved by a particular industry.

Customary Initial Markup. The percentage a retailer or wholesaler applied to the invoice cost of a product prior to November 14, 1971. Invoice cost plus markup equals selling price.

EDITOR'S CORRECTION: The article, "Insurance Advertising Regulated", which appeared on page 9 of the September issue, was written by Michael Saldino, not Joseph. For the past eleven years, Michael Saldino has headed the Complaint Division of the Indiana Department of Insurance. He is an attorney and his division has handled over 60,000 complaints, 30 percent of which were in the health field.

Visitor Facility, Accommodations

As one aspect of tourism promotion, a Visitor Information Center opened its Fort Wayne office September 1, followed by a ribbon-cutting ceremony on Sunday, October 22. It is the aim of the Convention Bureau to provide detailed information on Fort Wayne accommodations, attractions and business, a service customarily provided in many cities across the nation by Convention and Visitors' Bureaus. In the development and expansion of its services, the Convention Bureau leans toward regional promotion which will encourage visitors traveling in the Northeastern Indiana area to use Fort Wayne facilities as a central point from which they can radiate to the numerous attractions in Northeastern Indiana and Northwestern Ohio.

The regional promotional concept is in keeping with a similar, but broader, regional program promoted by the Discover America Travel Organization (DATO). Fort Wayne, as well as the entire Hoosier state are included in DATO's Great Lakes Country Area. The "Discover America" slogan will be capitalized upon locally by the Convention Bureau in this program development through promotional logos of "Discover Fort Wayne" and "Discover Northeastern Indiana."

In addition to expanding its convention solicitation and service program, the Bureau's new Visitor Information Service adheres to the Tourism Council's recommendations of several years ago to incorporate within the total Bureau

program service to all visitors in Fort Wayne whether they are convention delegates, touring families or commercial travelers.

The expanded visitor facility will allow the Bureau to provide a major display of folders printed about attractions not only in Northeastern Indiana and Northwestern Ohio, but the state as a whole through a cooperative program being developed with the Division of Tourism of the State Department of Commerce. The Fort Wayne office will extend information on events of public interest while they are in the city. The Bureau has secured for limited distribution to interested residents of Fort Wayne official state produced folders and highway maps of the majority of the fifty states.

The new Visitors' Information Center, the first of its type in Indiana, will be promoted locally through member businesses informing their visitors of the availability of this service, and by display cards distributed at visitor focal points in Fort Wayne, such as motels, hotels, restaurants, the airport, bus terminals, and principal service stations.

The expansion extends beyond the Visitor Bureau and Convention Center. Hotel and motel management in the Fort Wayne area look to the regional concept of the tourism promotion as the stimulus growth. A six-story high-rise addition to the Marriott Inn will house eighty rooms and a meeting area for 450 persons. The Fort Wayne

The Fort Wayne Visitor and Convention Bureau offers travelers and residents information on upcoming events.



Assist Regional Development

Ramada Inn, with 150 rooms, will be open by the first of the year.

Nearly fifty trade shows and conventions are scheduled for the Fort Wayne area within the next thirteen months. Fifteen of these meetings are for national conventions. An anticipated \$5 million from conventions will flow into Fort Wayne this year.

Presently, the construction of a convention center is being investigated to supplement already existing facilities by the Convention Authority. Fort Wayne looks to tourism competition scattered across Indiana and sees the conference center in South Bend, facilities in Bloomington, the new downtown Evansville convention site, and the \$26 million Exposition Center in the capital city.

The Allen County-Fort Wayne Historical Society working cooperatively with the Bureau, businessmen, and civic leaders look to the rebuilding of Old Fort Wayne as a stimulus for attracting travelers to Northeastern Indiana. The relocation site, only a short distance from the original property, will be a plot of land between the St. Mary's River and Spy Run. The first structure, built in 1794

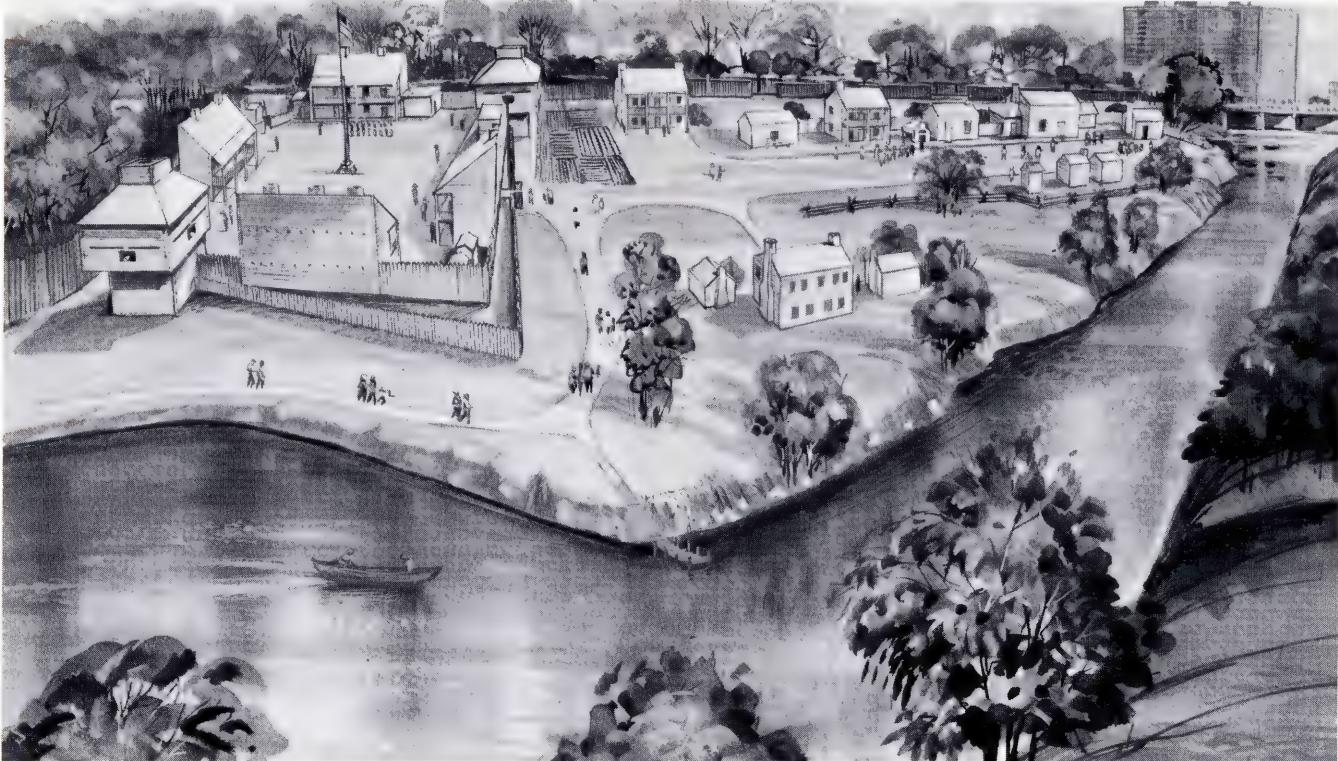
under the auspices of General Anthony Wayne provided the nucleus for the present City of Fort Wayne.

The project is being undertaken on a long-range basis, with the fort itself scheduled for completion by Spring, 1974. The following three to five years will be devoted to the restoration of civilian areas, complete with Indian Agent's house, the council house, a bakery with an outdoor brick oven, the Inn, and blacksmith shop.

The estimated cost of the project, including the land, restored buildings, visitor center, museum exhibits, uniforms, and artifacts is \$1,050,000. It is hoped that the annual revenue will exceed \$240,000 by 1977. The Allen County-Fort Wayne Historical Society further expects the historic site to operate on a self-sustaining basis through admission fees, and sales of souvenirs and refreshments at that time.

A professional research team has estimated that by the third year of operation, over 300,000 persons will view the fort, with the majority of visitors living within a three and one-half hour drive of Fort Wayne.

The restoration of Old Ft. Wayne is scheduled for 1974, on a plot of land between the St. Mary's River and Spy Run.



Selective Growth Urged

by Dan Manion

Growth has suddenly become a dirty word. Those in fear of over-population are calling for zero growth. Many Pseudo-Ecologists equate individual growth with pollution. Some communities consider growth an invitation for undesirables to move in. Other concerned environmentalists see highways, commercialism, tourists and urban sprawl displacing wildlife and natural beauty. A recent federally funded study claims that the growth obsession adds to urban woe, and yet "the National League of Cities and the U. S. Conference of Mayors are dedicated almost exclusively to growth."

Regardless of the merits and demerits of these various arguments against growth, the question of economic development has to be carefully scrutinized by each community, by each location, so that the kind of development that best serves that area can be sought. Thus what we encourage in our industrial development is selective growth. The old adage "what's good for the goose is good for the gander" does not necessarily apply when referring to economic development. What is beneficial for our community is often a detriment to another. In one area there may be certain skills available to serve a particular industry, while in another, the demand for those skills by a new industry may seriously compete with an existing industry. Also, if a large new plant fills a real need in one area, it may smother a number of small plants in another. Some areas may have sufficient industry; others may not want any.

The point is that the requirements for economic growth, vary greatly from area to area, from city to town. Many times even within a community there is disagreement as to what direction future development should take. Thus, before any projects are taken on, it is imperative that representatives of the whole community agree on an approach for economic growth.

The first step in this process should consist of a meeting of representatives of local industry, retail stores, labor, banks, government, newspapers, utilities, education and tourism. A candid discussion will bring everyone together on a program that they feel will benefit the whole community. Sometimes there will be a lack of unanimity, but the alternative could well be a lack of unity, and that can

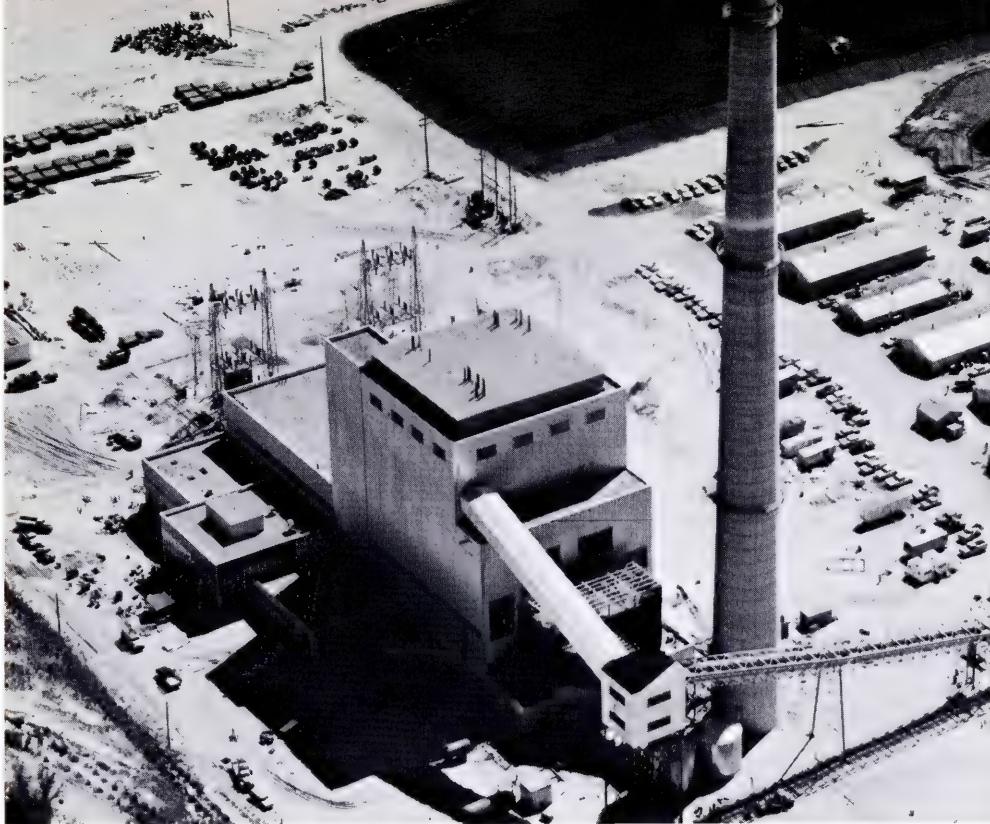
be most detrimental when an industrial prospect is seeking a location.

Once these leaders establish a direction, the next move is to call a general meeting announcing the plan, with each representative publicly giving his endorsement. At this point, major progress will already have been made. Not only did the community agree on a program for economic growth, but a large cross section had a part in it, and they also have a stake in its future success. This participation greatly assists a successful execution of the plan.

Obviously there is no guarantee for a first round success. But when we consider the cities and towns that have succeeded, almost always they have a common asset of a working cross section of community leaders who got behind a plan and helped to carry it out. Every industrial prospect looks for this kind of attitude at the local level. High marks usually go to the town that has it. You probably wonder by now what plan, what program. This division will always work with a community, evaluate their problem and give what we consider the assets and the liabilities of their situation or their plan. But it is not our place to tell them what to do. That is a local decision.

Too often we hear the valid criticism that the federal government is attempting to control situations that can and should be handled at the state and local level. Yet, bureaucrats who claim to know what's best for us better than we do, frequently prevail. The H.E.W., E.P.A., O.E.O., H.U.D., L.S.O., and other expensive bureaucracies spread into too many areas of local government and local development. Not so with the Industrial Development Division of the Department of Commerce. Local initiative and local responsibility will always have a more lasting benefit than some project imposed from the outside.

We hope to help people help themselves. If you're not sure whether an industrial park, a speculative building, an industrial development corporation, an Economic Development Commission or a certain scheme to attract prospects is good or bad, we'll be happy to help in your decision. Or if there is dissension among the local people on an industrial development issue, we frequently speak to the subject. But only at your request.



The study reveals 183 plant expansions to Indiana firms during 1971.

Overview of 1971 Industry

by Max Moser

"New and Expanding Industry 1971," a booklet recently published by the Economic Research Division of the Indiana Department of Commerce, summarizes the 1971 growth of Indiana industry. According to the newly-released study, 149 new manufacturing plants and 183 plant expansions were constructed. Marion County led the state in the number of expanding industries with 38, and Elkhart County led the state in the number of new manufacturing plants with 46. Other top counties leading in industrial expansion were Allen, St. Joseph, Kosciusko, and Vanderburgh.

Located in the northern two-thirds of the Hoosier state were 95 percent of the new manufacturing plants, and 90 percent of the new expanding plants. Transportation equipment was the leading product group with 68 new and expanding plants. Fabricated metal products plants ranked second with 63, followed by electrical machinery with 33. An unprecedented 31 new and expanding plants, slated to be completed during 1972, were reported to the Economic Research Division. These include large Mead Johnson and General Electric complexes near Evansville, a major Cummins Engine Company expansion near Columbus, and several mobile home and recreational vehicle related plants in Elkhart and surrounding counties.

According to Mr. V. Basil Kafiris, Director of the Economic Research and International Trade Divisions, Indiana employed 679,000 persons in manufacturing in 1971. This was about one-third of the 1971 labor force of 2,166,500. The economic research study notes that in 1971,

there were more people employed in the manufacturing sector of the economy than in Indiana's wholesale and retail trade; agriculture; contract construction; finance, insurance and real estate; transportation construction, and utilities, combined.

Indiana ranks ninth of the 50 states in manufacturing employment. "New and Expanding Industry 1971" states that 68 percent of Indiana's 1971 manufacturing employment was engaged in durable goods industries. Other major industries are in the production of steel, electrical machinery, musical instruments, prefabricated buildings, mobile homes, travel trailers, phonograph records, biological products, and home entertainment products. Indiana also ranks ninth in the United States for total dollar volume exports. Current leading export industries include transportation equipment, electrical and non-electrical machinery, primary metals, chemicals and pharmaceuticals, fabricated metal products, instruments and food products.

The summary of 1971 new and expanding industries reports on Indiana's employment and unemployment and the number of industries by county and region. Sources for Mr. Kafiris' study were the local chambers of commerce throughout the state, utility companies, and the Indiana Employment Security Division. For a free copy of "New and Expanding Industry, 1971", write to the Indiana Department of Commerce, Economic Research Division.

Indians, Traders Feast along Wabash



The Tippecanoe Ancient Fife and Drum Corps march to their 18th Century music during the Quiatenon Feast.

Indians, French voyageurs, and traders met at Fort Quiatenon, along the banks of the Wabash River to celebrate the "Feast of the Hunter's Moon", October 14 and 15. It was a time to barter and feast, while reviving the history of 250 years past.

The site marks the first white settlement in Indiana, established by the French in 1717 for fur trading purposes with the Wea Indians, four miles south of the present city of Lafayette. This Wea settlement is believed to have been the largest Indian settlement in the Midwest. In 1760, the Fort fell to British rule and was finally destroyed by American troops in 1791.

The Tippecanoe County Historical Association oversees the river site. Until 1968, the authentic location of the Fort remained unknown, when a high concentration of European artifacts were discovered a mile downstream from the present blockhouse.

The "Feast of the Hunter's Moon" is an authentic portrayal of the return of French traders from Quebec and Montreal to Quiatenon every October with canoes laden with trading goods. The Feast began as an annual event of the Tippecanoe County Historical Association in the 1950's. These first celebrations utilized the Indian theme, as a meal was eaten before the fire in the Blockhouse. However, in 1968 the character of the Feast began to change, as it was expanded to a two-day celebration with craft demonstrations, trading, singing, and dancing. The 1969 October Feast was highlighted by the dedication of the newly completed trading post gift shop and museum. Attendance has grown from 900 in 1968 to 30,000 in 1972, with persons traveling from as far as Oklahoma to participate in the two-day event.

During this year's festivity, a group of French voy-

ageur buffs from Chicago docked at the Fort in thirty-foot canoes. Their arrival was signaled to all visitors by rifle and cannon fire.

In 1969, the Tippecanoe Ancient Fife and Drum Corps was organized and first performed on the parade grounds of Fort Quiatenon. They are, so far as known, the only Corps west of the Appalachian Mountains. The Corps is composed of area youth and interested adults who perform their 18th century music at Quiatenon with other appearances within the Lafayette community and state. Corps members belong to the Company of Fifers and Drummers based at Deep River, Connecticut, and annually attend the national muster there. The 64th Regiment of Foot from Detroit recreated a typical 18th century British military drill as a tribute to the English who occupied the fort. Two years ago, the Mountain Dulcimer Society was founded in an effort to spread and preserve this vanishing American musical instrument. Although little is known of the dulcimer's early history, it has become a noticeable segment of the Quiatenon celebration.

Many association members and participants were costumed in the colorful frontier, French colonial, voyageur, Indian, courier de bois, and fife and drum corps-men. Eight historic flags flying over the Blockhouse portray the story of the European nations holding claim to the Fort during the past 250 years.

New to the weekend festival were two performances of "The Midnight Hour", an 18th century French farce presented by the Tippecanoe Players. Children's stories were told four times daily in the large teepee, while a grand Indian dance climaxed the day's festivities.

Just as the blacksmith, gunsmith, and pewterer were vital to life on the frontier, so were they to the Quiatenon Feast. Pioneer craft demonstrations featured spinning, weaving, candlemaking, quilting, leather craft, chair caning, soapmaking, and blacksmithing.

There is no record of what the early Wabash area people ate at the "Feast of the Hunter's Moon". Historians write of the early French living off the land, eating wild game, fish, wild nuts and berries and food grown by the Indians, such as beans, maize, and pumpkins. When the British and Americans moved into the Midwest frontier they brought many traditional foods—mulled cider, ham and beans, home-baked bread, and wild jellies. The recreation of these early gatherings provides Indian, French and frontier English-American dishes prepared over open fires for the "Feast of the Hunter's Moon" at Fort Quiatenon. Feast concessions offered roasted corn, buffalo stem, croquignolles, hot and cold cider, apple butter, voyageur pea soup, French marble cake, doughnut holes, sassafras and red clover tea and French rosettes. Pancake breakfasts and ham-and-bean lunches were available both days, while fish and chicken dinners were only a part of the Saturday evening feast.



A pioneer demonstrates his craft during the weekend celebration of "Feast of the Hunter's Moon."

Voyageurs docking along the river are welcomed by Indians, traders, visitors and the sound of rifle and cannon fire.



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Someone at the Indiana State Museum remarked that she had yet to see a *good* picture of the museum's centerpiece—the Foucault Pendulum.

As soon as visitors enter the museum, their eyes catch a glimpse of the shiny globe skidding ponderously across the floor, slowing to a stop and starting a journey to the opposite end of a fifteen foot arc. Their eyes begin to search for some means of support and they follow the cable up, up, up eighty-five feet, through the four floors of the museum rotunda, where sharp eyes see the cable disappear into the center of a huge, stained glass dome.

Confident, or at least reasonably so, that the ball will not break loose, visitors will stare at the *bob* for several minutes; watching it move back-and-forth, slowly back-and-forth. There is something steady, inevitable, and irresistible about it, but only a few will realize they are witnessing an event larger than the shiny weight or the four-floored museum or even the State of Indiana.



The Foucault Pendulum is a classic experiment first described by Jean Leon Foucault in 1851 as a means to demonstrate *the rotation of the earth*. But the geometry of moving bodies in space is more than most people can comprehend, even when the proof of it is before their very eyes. They are simply fascinated by the swinging, sparkling, hypnotic bronze pendulum.

Capturing the essence of this centerpiece was a challenge for our photographer, Macklin Thomas. "I wanted to include everything about it that impressed me," Mack explains, "the large weight, the soaring cable, the stained glass ceiling, the architecture, the people, and the movement."

Since the bob swings close to the floor it was impossible to get a camera under it, even though the picture appears this way. Instead, a large mirror was slipped under the pendulum's arc and the camera placed to view the reflection of the bob, but not the bob itself. The swinging bob cannot be touched or halted so the picture had to be taken "on the fly" using a combination of studio lights and electronic flash.

After four days of shooting and dozens of exposures, our cover was the result.

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Exhibits, Program Series, Art

In January of 1967, the Indiana State Museum moved into the former Indianapolis City Hall, a stately structure of Indiana limestone, considered as a classic among Greek Ionic architecture. The collection which developed from a geology cabinet in 1869, was housed in whatever space was available, under a variety of state departments. It was sizeably increased in the late 19th century by numerous Civil War relics.

The move to the present location was initiated as plans were formalized for the Indiana sesquicentennial celebration. At this time, State monies were allocated for the preservation and display of "tangible symbols of Indiana cultural and natural history." The State negotiated a long-term lease on the property and initiated a complete renovation which meticulously preserved and restored the original beauty of the limestone structure, while adapting the interior space to the needs of a modern and efficient museum.

The design of the four-story rotunda alone merits a visit to the State Museum. A compass rose design on the marble floor inspired the duplication of an experiment first performed in Paris in 1851 by Jean Leon Foucault to demonstrate the rotation of the earth. A 212 pound bronze pendulum, suspended on eighty-five feet of aircraft cable, swings from the center of the blue and green stained glass dome.

Two life-size dioramas have been completed on elk and bison, animals which were once common to this state. The grasses and plants depicted with the animals are native to their ancient feeding ground. The Indiana water bird display is only one of the habitat groups found in the Indiana Wildlife Gallery. Pioneer goods and early lighting devices occupy permanent galleries on the second floor. A large gallery is being planned, calling for a progression of exhibits that will lead visitors through a hypothetical reconstruction of the prehistoric period of man in Indiana from around 7000 B.C., until the first French explorers recorded their impressions of the area nearly 9,000 years later. An historic period will advance through Territorial days, Statehood, and the development of the state as it

exists today. The final chapter will explore the possibilities for the future.

Temporary displays, dealing with specialized subjects will continue in addition to the permanent exhibits. Two such displays—"Antique Radios" and "Tools That Opened the Northwest Territory"—are expected to open in January, 1973. The tool exhibit, on loan from Garry Hiatt of Noblesville, will remain in the Museum for up to two years, displaying relics from the pioneer era.

A large part of the state's permanent collection of artifacts are combined into three room settings, complete with mannequins attired in the costumes of the day. Here, visitors look upon two contrasting life styles, a rural, agrarian society, and a state experiencing increasing prosperity at the close of the last century. Braided rugs and herbs drying on the walls portray the typical farm kitchen. A sturdy, wooden table is set with Royal Ironstone China. The second room is a Victorian style boudoir with a carved walnut bed and a white, hand-woven coverlet. The parlor setting, with its red flocked wall covering displays a melodeon, grape-back loveseat and ladies' chair, and walnut sofa upholstered in deep red. The setting has a Regina Music Machine that remained for years in the Norris drugstore at Whitley, near Fort Wayne. This main gallery—"Abstractions on Indiana Fashion"—would not be complete without a tour of the "parade of brides." The collection of gowns dates from a white, empire style dress of hand-woven linen to the sleek, white satin one of the 1930's. Nineteenth century clothing has been presented through both private donors and from the Booth Tarlinton Civic Theater.

The Second Annual Program Series—"Let's Talk About Indiana"—will be presented on one Sunday afternoon each month, beginning January 21, with Indianapolis attorney and author, Alan T. Nolan discussing "The Civil War and Indiana." Chester Himes, Dayton, Ohio, will present a dulcimer program and show a documentary film on folk music, February 11. George Blake, Franklin College professor will discuss "Indiana and the Revolution" on March 11, while Purdue University professor George Davis will

present a James Whitcomb Riley program, Sunday, April 8.

The State of Indiana owns 528 paintings by recognized Indiana artists. Of these, 338 are T. C. Steele's, some of which are at Belmont. Thirty-two Hoosier artists are now represented in the State collection, containing many works typical of Brown County paintings. This year, the Museum was given twenty-five paintings of Robert Adolph Shulz, following retrospective exhibition of his work at the Museum.

Prior to January, 1972, the museum had welcomed 130,000 visitors—twice the population of Hoosierland when it became a state. During the last eleven months alone, attendance has topped more than 60,000 persons, representing all of the fifty states and twenty-two foreign

countries. The facility is open daily from 9 to 5, and Sunday from 2 to 5, with no charge for admission.

In cooperation with the emphasis upon Indiana History to fourth grade youngsters, scheduled field trips are available to elementary children. More than one-half of the school groups visiting the museum last year were from outside Marion County. Tours are conducted by docents which comprise one of the three areas initiated by volunteers. The remainder of the 102-man volunteer staff conducts the annual Museum Society Membership Drive, and operates the gift shop on the main floor from 10 to 4 p.m. daily. The facility also houses an auditorium, seating 238 persons, that is located on the lower level of the building adjacent to the service kitchen.

Relay Indiana Culture, History



The pioneer exhibit shares the second floor gallery with a display of early lighting devices.

Orr Appoints Morris, Foresees Citizen Input

A visibly aggressive Department of Commerce with heavy emphasis on private citizen involvement will be hallmark of new Lieutenant Governor Robert D. Orr in taking charge of Indiana's economic development in the new administration.

"It will be my hope to enlist as many Hoosier volunteers as possible in the essential work of expanding job opportunities through sound economic growth. I expect to be very actively involved myself, and I will be seeking the volunteer help of any and all who want to participate," comments Lt. Governor Orr.

"Indiana has tremendous natural advantages for consistent strong economic growth. We have generally kept pace quite well, but I'd like to see Indiana pass up neighboring states for a change."

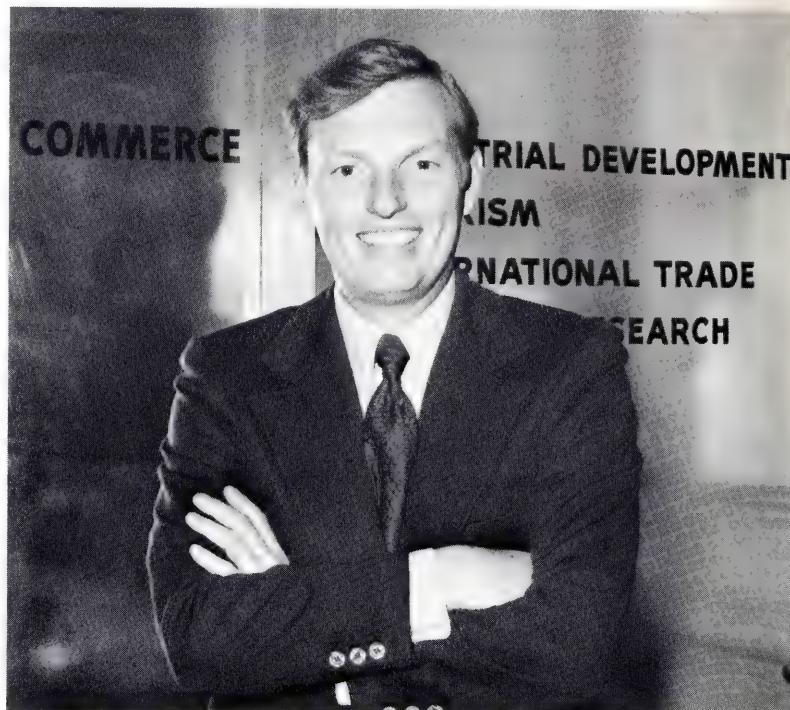
"We must have superior effort devoted to industrial development, maximum creativity in the development of tourism, and a new aggressiveness in promoting foreign trade for Indiana products. A new activity will be devoted to rural development—a program designed to assist farmers and farm-related enterprise in the rural communities of the state. The unique Commerce Relations program started by Lt. Governor Dick Folz can be increasingly helpful to the welfare of Indiana consumers and marketers alike if given added encouragement."

"We will open the doors wide to citizen suggestions and particularly to citizen participation in the work of economic development. Let's put enlightened self-interest to work through the effort of as many people as possible."

Indianapolis businessman, Robert C. Morris, was named Executive Director of the Indiana Department of Commerce by Lt. Governor-elect Robert D. Orr, December 2. Morris, who will assume the position on January 8, succeeds Sidney S. Kramer, Evansville businessman and former State Senator. Kramer, who had headed the Commerce Department for eleven months, will return to private business.

An Indiana University graduate, with Bachelor of Science Business and M.B.A. degrees, Morris currently heads the Urban Research Corporation (URC). This newly formed consulting firm has been used as a base of operations as consultant on financing community group health practices, local government planning, as an advisor to the City of Indianapolis on Model Cities programming for economic development, and for the development of a new real estate venture. Since its founding in September, 1970, the URC has become involved in the preparation of an application to H.E.W. for a grant to organizing a community group health practice and the construction of a clinic.

Prior to 1970, Morris was the director and founder of the College/University Insurance Company of America and the College Marketing and Research Corporation, both of which were headquartered in Indianapolis.



Robert C. Morris will assume the position of Executive Director of the Indiana Department of Commerce, on January 8.

"Pro" Develops for Profit, Service

by Dan Manion



During the past year or so this column has covered a variety of subjects relating to industrial development. I have emphasized such things as community attitude, site development, handling prospects, selling the community, the ecology issue, the necessity for profit, and a variety of other basic issues.

Looking back, however, I find the most notable and perhaps the most important ingredient in industrial development has been the

necessity of learning from, working with, and depending on the professional industrial developers whose livelihood is essentially dependent upon the location and expansion of new industry.

For the most part, these men are expert representatives of the railroads, the gas and electric utilities, or they are industrial realtors or specialists from the large city banks and chambers of commerce. As a rule they have responsibility for the development of a significant portion of the state and are not limited in their jurisdiction to one locale.

Not to be overlooked in the big picture are the many chamber executives, realtors, bankers, builders, businessmen and volunteers of many backgrounds who are essential in selling their own community, but whose role is usually confined to a smaller area. The discussion here will be confined to those who work within the industrial development field full-time, on a large scale basis.

These pros have a strong feeling for community service, but their long-range motive is profit—for themselves and/or their company employer, and their value to the economic development of Indiana is immense. Most have been in the profession of Area Development for many years. They grew with it. They helped improve the process. Thus, as we are contacted by a prospect needing a rail

site, power, a building or any other major requirement, we often turn to these pros for help—and they produce!

My emphasis here on the professional is not simply to say thanks. The issue runs deeper. There is much talk and activity centered on putting a "professional" into this job of Industrial Development Director in Indiana. Theoretically, any government appointment is based on competency. But regardless of the quality, there is a turnover of personnel with each new administration. Thus continuity, as well as expertise, are desired by the professionals who are served by the government official.

By some definitions, a professional is a person having great skill or experience in a particular field of activity. Another describes him as a person engaged in a specific activity as a source of livelihood where he hopes to make a profit. But there is still another separate grouping—the professional or the expert in government. Competent though he may be, his motive is service, not personal profit.

There is much to be said for the argument favoring an "expert." But on the other hand, the loyalty and enthusiasm that can go with each new political appointee of a newly-elected official also has its merits. My own emotions are mixed, but I have one recommendation that I feel should prevail regardless of the status of the next appointee.

The real professionals, those profit-oriented experts outside of government, must retain their status in Indiana's economic development future. We have learned from the federal experience that big, self-perpetuating bureaucrats are not the solution to many local problems. Rather they often are a complicating factor.

My own hope is that the Indiana Department of Economic Development, wherever it is, and whatever its status of continuity and expertise, will remain small and will continue to rely on those experts in private enterprise and those leaders at the local level for assistance in locating an industry. By observing such a limitation, we will resist the pressure for the government to spend more, to get bigger, and to do more of what the private and independent sector can and should do more efficiently.

Expertise in government is important, but the irrational growth trend that seems to accompany such an agency usually generates a diminishing return. State Government service should go to the extent of helping local individuals help themselves. But this service should not extend beyond those limits, where government dominates the scene and discourages private involvement.

The cooperation by many people in Indiana with our efforts to locate new industry has been magnificent. But this cooperation was not merely beneficial, it was absolutely essential.

Should the "expert" be installed, welcome him. But make sure that his activity is not extended to the planning and control of your town's future development, but rather is limited to the service of the goals of local citizens. That's what government is all about!

1871 Tragedy Catalyst

The drought of summer and early fall of 1871 climaxed with the Great Chicago Fire on October 8, leaving 100,000 persons homeless and half of the city's buildings destroyed. It was this Midwest tragedy that focused public eyes upon the upgrading of fire-fighting services. Early in 1872, B.J.C. Howe introduced his line of hand-operated, horse-drawn fire apparatus. Over the past century, four generations of the Howe family have participated in the development and expansion of this Hoosier industry.

During its early years, the Howe Fire Apparatus Company was located in Indianapolis. As new types of equipment were developed, they were often tested at the Howe farm home on the outskirts of the city, with a nearby stream providing a water source for experimentation of new pumps. When gasoline motors were invented, Howe horse-drawn fire trucks were equipped with piston- and rotary-type pumps driven by four- and six-cylinder gasoline motors. As a precaution, some of these early pumper also had handles for manual operation in case the gasoline motors failed.

When Ford, Haynes, and other automobile pioneers were becoming established the Howe Brothers were toying with the concept of equipping "horse-less carriages" with pumps. In 1908, the firm introduced the first Howe automobile pumper that was to serve as the forerunner of a long line of Howe fire apparatus, including 163 Howe pumpers sold to the United States Government to protect army camps during World War I and 979 pumpers furnished for military base fire protection from 1941-45. Many fire departments still preferred the horse-drawn apparatus to the 1908 pumper, regarding the automobile-type equipment as more of a novelty than a source of efficiency.

However, the look of the future was displayed by the Howe Federal "Lutherville Auto Fire Engine," delivered to the Lutherville, Indiana, fire department in 1908. Particularly significant in this model were the hard-rubber tires, filled with holes, designed to give flexibility for added weight.

The demand for motorized fire trucks, stimulated the company move from Indianapolis to Anderson, Indiana in 1917. At that time, the Howe pumpers were being adapted for the Lambert automobile chassis, manufactured by the Buckeye Company in Anderson. The association with Buckeye lasted for five more years, when the automobile firm went out of business. Howe then moved into the Glazer Building in North Anderson which served as the company headquarters from 1922 to 1936.

The firm, however, was to be devastated by its "natural" enemy, fire, on January 26, 1936. Though the building itself was completely destroyed, production continued. "We never missed an order," says President Richard S. Howe, who was a high school student at the time. During the last thirty-six years, Howe has occupied two other locations within Anderson, with the present plant at 2215 North Madison Avenue.

Since the days of the Lambert chassis, numerous body



The Anderson, Indiana, firm specializes in custom-built equipment, especially for small municipalities.

for Century of Service

styles have been employed by Howe—the Model T Ford, "Baby" Lincoln, Ford Roadster, Reo, Model A Ford, Gramm, Graham Brothers, and Diamond T, being a few of the early ones.

Today, the Anderson company produces a variety of fire apparatus, specializing in custom-built equipment to fulfill the needs of municipalities and fire organizations. Volunteer fire departments and small communities, ranging in population from 5,000 to 15,000, are the most numerous categories of Howe clients.

However, larger cities such as Fort Wayne, Dallas, Houston, Tampa, Fort Lauderdale, Sacramento, St. Louis, Minneapolis, and Birmingham, also use Howe equipment. Howe offers two distinct types of pumps as a part of custom-building. The centrifugal apparatus functions well where hydrants are available and the piston pump is ideal for rural locations. Howe products extend far beyond fire trucks as the firm carries a complete line of pumps, fittings, extinguishers and foam equipment, boosters, suction and fire hose, sirens, axes, hose racks and cabinets, and maintenance equipment.

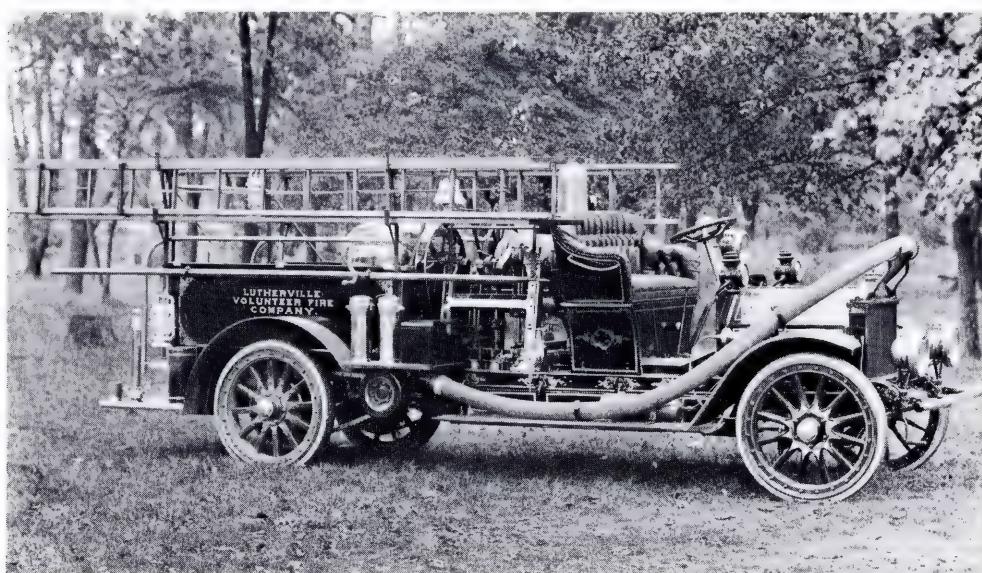
One division of the company is devoted to the testing of equipment. Here, the units that pump 500 to 1500 gallons of water a minute must be certified by the Under-

writers' Laboratory through a four-hour exacting test.

While bright red has been traditional for fire truck equipment, some communities are now ordering the apparatus in yellow or white. One community has a purple truck on order, to coincide with the town's name of Grapeville.

Howe has been noted for its innovative ideas within the fire apparatus industry. The Anderson firm offered the first booster water tank with a completely removable top and it has been copied almost universally. Howe was also first to manufacture a body streamlined to the cab, giving a one-piece unit appearance. Also, Howe offered as standard equipment, a manifold piping system connected to a common discharge manifold, allowing the individual discharge line valves to be located directly behind a removable plate on the operator's panel, permitting easy adjustment, service or replacement.

The Howe operation has been expanded with two subsidiary plants at Vinton, Virginia (Oren Roanoke Corporation, acquired in 1961), and at Martinez, California (Coast Apparatus, Inc., purchased in 1965). Each of the three facilities will operate separately to provide more efficient regional sales and service, and to maintain the company's tradition of custom-building.



In 1908, Howe designed the "Lutherville Auto Fire Engine", significant for its hard-rubber tires, filled with holes. The machine was then delivered to the volunteer fire department in Lutherville, Indiana.

Home Service Advisors Aid Central Hoosierland

by Sonya Saunders



EDITOR'S NOTE: Most gas and electric utilities have staff members to inform the public about the care and use of their products and other relating consumer information. They also provide various programs to the communities of which you may not be aware. Consult your local directory for your representative and take advantage of their services.

The Home Service Division of Central Indiana Gas Company (CIGC) is deeply involved in helping consumers in all economic levels learn to select and use gas equipment effectively and safely to provide maximum satisfaction, serving the Marion, Muncie, Anderson and Greenfield areas.

The purpose of a Home Service Advisor (HSA) is to be a link between the company and consumer, to interpret the company policies and services to the consumer and report consumer needs to the company, explained Rose Coil, Home Service Director.

Kathy Boggess, Home Service Advisor for the Muncie Division, divides her role in contacting the consumer in several capacities—Home Calls, Adult Demonstrations, School Presentations, Sales Promotions and Miscellaneous areas. Through these groups, she meets with all levels of the socioeconomic structure. These contacts are designed to provide consumer information even though some are given in an incidental fashion.

Home calls are to inform the customer how to use all the features of the domestic appliance so they can take full advantage of their purchase (whether purchased from the Gas Company or not). Some home calls result from complaints on a malfunctioning appliance which has not been serviced to their satisfaction. "Often the calls involve questions about food products which are used in the household and how to prepare them properly," comments Phyllis Berndt, of the Marion Division.

This leads to our adult demonstrations where helpful hints are incorporated into the program concerning the selecting and buying of foods. Subjects vary according to the interest of the group. Home Service Advisors have worked with sororities, service groups, extension groups and from teenage mothers to senior citizens. Food demonstrations include fondue, gourmet snacks and party goods, "In" way to cook out (on a gas grill), convenience cuisine and oriental cookery. Consumer education is also provided on ranges, history of natural gas, waltz through wash day, and care and feeding of your water heater.

Margie Lollar, of the Anderson Division, admits, "We're probably best known for our school presentations to Junior and Senior High Home-Ec classes. As Home Economist, the Home Service Advisors are aware of nutritional needs

as well as the need for food to be tasty and attractive." The demonstrations vary from "slumber party breakfast" for the 7th graders to shish-k-bobs on the high school level. Demonstrations are presented using modern gas ranges supplied by Central Indiana Gas Company when the school is on a gas line, otherwise electric ranges are used.

Films and information are also given on "How to Buy a Gas Range" illustrating the various features, how they work and the approximate cost of each when added to the range. How to care for appliances is also discussed, and slides "Housing for Young Adults" cover topics as Your First Place to Live, Housing and Finances, Interior Decorating, and Maintenance and Home Improvements. These programs are presented to many co-ed family living classes at the high school level, Mrs. Coil explained.

Sales promotions allow HSA to deal directly with our sales and service men so they will be aware of new features available and will have accurate information for the customers. Mrs. Boggess said, "Recently I have tried to inform sales representatives on the phosphate situations and what effect this might have on laundry equipment."

Miscellaneous areas of involvement include giving a demonstration to the Salvation Army. Here meal planning was stressed along with a buying guide for foods. Menus were selected when possible, that included available USDA commodity foods. The HSA sponsored a park and recreation program where they served hot dogs to low income youngsters after discussing campfire safety and camping ideas.

The County Extension Agents are involved in Project 34 which is a federally funded program to employ women on a limited basis to serve as extension aides within the community. Central Indiana Gas Company is training these aides in the safe, efficient utilization of gas in contemporary domestic appliances. They also are being trained to recognize specific hazards and are being instructed in emergency procedures.

Numerous booklets and pamphlets are available to the public from the company describing gas appliances. One describes the Blue Star publication which has steered consumers to safer, more dependable gas appliances since 1925, like the United Laboratories (UL) seal, which certifies the safety of electrical equipment. Inserts containing safety tips, new appliances information and recipes are often included in monthly mailings to keep customers up-to-date.

The American Gas Association is publishing a paperback book on the gas industry—Neighbor to Neighbor—written for the consumer, filled with helpful hints, time-saving ideas, and exciting menus and recipes.

Central Indiana Gas Company Home Service Advisors, also become involved in local civic and service organizations and their projects. This year the Muncie Division is providing 6,000 cookies for Santa, along with their United Fund and YWCA activities. All the division hospitality rooms are available for civic and social clubs with or without a Home Service Demonstration.

Consumer Channels Open with Forums, Workshops

Finding time to research and report our opinions on proposed laws or commission hearings is indeed a problem.

Indiana has taken the incentive to conduct consumer forums on the local level sponsored by local groups. The U.S. Food and Drug Administration (FDA) is the first federal agency to come to the people and hold back a forum to gain testimony to present to the Commissioner of Food and Drug in Washington, D.C.

Lilyan Goossens is the Indiana Consumer Specialist and has instigated both forums. Literature explaining the proposals to be evaluated are given to participants in advance so they can contemplate the issues.

The first forum was at Purdue University during the Indiana Homemakers Conference, June 1972, in Lafayette. The 642 homemakers expressed their opinions on the following subjects:

- Poison Prevention and Packaging of Aspirin—
- Nutrition Labeling—
- Household Products 10% or More Sulfuric Acid—
- Human Prescription Drugs and Public Informational Acts—
- Household Substances Menthol Alcohol—

The second hearing was called Consumer Comments and included a 1:30 p.m. and 7:30 p.m. session. The FDA, Indiana Council of Women and Indianapolis Office Consumer Affairs co-sponsored the Forum. The 240 attending, voiced or submitted their opinions on:

—The International Food Standards recommended by the Codex Alimentarius Commission—

—A two-pronged program for improving and extending federal regulation of blood banking throughout the nation, initiated by the FDA. The plan encompasses:

1. Registration and inspection of up to 5,000 blood collection facilities not presently operating under federal licensure, and
2. Federal licensing of about 2,000 plasmapheresis center's licensing of the collection and processing of plasma as a source of blood products.

—Proposed FDA order that pesticides, fungicides and similar types of household "poisons" be packaged in child-resistant safe containers.

As an example, 40 deaths and 583 hospitalizations resulted from 8,602 recorded ingestions of insecticides, rodenticides and herbicides by children under 5 during 1968-1970.

These proposed standards would only apply to household-size products. Special packaging would be required to pass a child-resistant effectiveness test of not less than 85 percent of a group of 200 children without instructions and not less than 80 percent after instruction. In addition, 90 percent of a group of 100 senior citizens who might have arthritis, must be able to open the package.

Discussion followed and this proposal was approved unanimously.

Allen Hoeting, Deputy Regional Director of FDA, conducted both meetings with the assistance of Miss Goossens. Court reporters recorded all verbal comments to be transcribed to the FDA Commission before the stated deadline.

Indiana has been a leader in the health area since it passed the Food and Drug Control Law in 1899. These sessions have helped continue Indiana's progressive programs but subjects considered by the FDA change almost daily, therefore, comments are needed regularly if the commission is to represent you.

Any group or groups wanting the views of their community to be recorded during this type of forum should contact:

Miss Lilyan Goossens
FDA Consumer Specialist
222 East Ohio, 6th Floor
Indianapolis, Indiana 46204
317/633-7530

The U.S. Food and Drug Administration also sponsored a Toy Workshop December 15, 1972, in the Federal Building, Room 402. Toy buyers for any size company, chain or store were invited to attend the workshop.

The purpose of this program, was to inform toy buyers of the Federal laws and regulations governing the safety of toys, games or decorations (such as Easter grass), to be used by children. Copies of these laws along with lists of banned toys were available. Tests the Food and Drug agents use to determine if the toy is dangerous, and samples of unsafe toys were also displayed.

Hopefully, this workshop has alerted buyers of the general traits which make toys hazardous such as poorly concealed sharp wires, highly flammable dolls, and insecure objects such as teddy bear eyes, which may be swallowed, so they will purchase safe toys from American and foreign sellers.



Anderson students are instructed in menu-planning and food preparation, varying from a "slumber party breakfast" to shish-k-bobs. All the division hospitality rooms are available for civic and social clubs.



Local Community Initiates

Consumer Awareness Week

A lack of communication between businessmen and consumers is a major cause of complaints throughout Indiana. One community, Anderson, devoted a week to help develop new channels of communications and establish a rapport between the two groups.

November 12-28 was designated as CONSUMER AWARENESS WEEK. It was a pilot program for the Anderson area, and had never been conducted before in the Midwest.

A series of panel discussions on Cablevision, radio interviews, and classroom visits were directed to the average citizen to inform the consumers of today and tomorrow, of their rights and responsibilities. The businessman's rights and obligations were also discussed, emphasizing that most businessmen are very interested in their customer and his wants.

During the discussion sessions, it was stressed that EVERYONE is a consumer, even the businessman. The appliance salesman has to buy his groceries and repair his car somewhere.

Mrs. Margie Lollar was appointed as Consumer Advisor for the City of Anderson, by Mayor Robert Rock last June to keep him informed on local consumer problems. She instigated the CONSUMER AWARENESS WEEK with her efforts equaled by those of Jack D. Shaffer, Director of Research, of the Chamber of Commerce. The Chamber's Ethical Business Committee supplied ideas and information as well as its services for the week's programs.

One phase of the program was a five-part series of panel discussions that were viewed on G. E. Cablevision, Monday through Friday at 4:30 p.m. Each panel consisted of LOCAL businessmen sharing their views on areas that concern every consumer today:

Price of Merchandise—Cost Factors
Heating and Air-conditioning—Need and Case Histories
The Sale and Service of Merchandise
Home Improvements—Remodeling and Financing
Rap-up Summary by Local Business and Government Summary

Following the viewing of the Cablevision series, the tapes were given to the Anderson Community Schools for viewing in future consumer-related classes.

The second phase of the consumer series was offered to the listeners of WHUT's Conference Call. The committee

invited top-notch consumer specialists from the Midwest to share their expertise.

Miss Lyn Goossens, Consumer Specialist for the U.S. Food and Drug Administration, shared the responsibilities of her job. Then the lines were opened for calls from the public, covering such topics as toys, hexachlorophene, cosmetics, and packaging of consumer items.

This format was continued each day with the various speakers. Mr. Robert Camenish, Regional Director for the Federal Trade Commission, from Chicago, discussed pyramid sales and the role of the Federal Trade Commission.

During two programs, Miss Sonya Saunders, Director of the Indiana Office of Consumer Affairs and Roland Mather, Director for the Consumer Protection Division within the Office of the State Attorney General, each explained the role of their office and means within the state government for making inquiries or seeking recourse.

On the final day of the Conference Call Program, Ray Dearing, from the Central Indiana Better Business Bureau, revealed common problems and complaints received by their bureau.

Today's young people, between 13 and 19, already spend \$20 billion of their own money for pleasure, cosmetics, and fad clothing. However, they are just beginning to face decisions in the area of contracts, credit, banking, future education, and jobs. This is one reason why the guest speakers visited consumer and government classes throughout the Anderson school system concentrating on the high school juniors and seniors.

One view stressed by Mr. Shaffer, was that "most businesses want satisfied customers and only a very few companies are any problem." He added that "78% of the complaints that come in through the city and the Chamber of Commerce are legitimate MISUNDERSTANDINGS, not valid complaints. The rest are a combination of unethical practices and consumers."

So CONSUMER AWARENESS WEEK was an educational project, not a sales promotion effort, though the anticipated long-range effect will result in better business practices. In addition, the project focuses attention on the many services which businesses provide to help consumers get the most value for their dollars.

For guidelines and assistance in conducting a CONSUMER AWARENESS WEEK in your community to meet the specific local needs, contact the Indiana Office of Consumer Affairs, Room 336 State House, Indianapolis, Indiana 46204, 317/633-5423.

Clarksville Assumes Home Base

The bat used by youngsters and professional players will find a new home base in Southern Indiana, just minutes away from its old residence in downtown Louisville. On October 19, the public announcement was made that Hillerich and Bradsby Company, the firm that annually manufactures millions of Louisville Sluggers would soon begin relocation in a spacious plant in Clarksville. In keeping with a promise made by John A. Hillerich III several years ago, plans for moving were revealed first to company personnel, who were taken by bus to view the new location.

Company officials describe the Indiana site as ideal, both in commuting accessibility for employees and the abundant area for expansion. Faraway sites had been rejected, with the final decision of a 114,000-square-foot building, which had housed the Conn Piano Company and Climatrol, Inc., an air-conditioning assembly plant. The one-story structure is on a sixty-acre tract of land, located along the Charleston Pike just east of I-65 at the U.S. 31 interchange.

The movement of the factories and timberyards from 436 Finzer Avenue in Louisville, is part of a \$4 million expansion over the next two and one-half years planned by the company. The firm hopes to have the golf club manufacturing operations moved to Indiana this year. Corporate offices, however, will remain in the Portland Federal Building at Second and Broadway in Louisville. An addition to the one-story building will follow the move-

ment of production operations. A lumberyard on the east side of the plant for storage of bats will be built sometime in the future.

Indiana and Kentucky must share in the product's fame, as there will be no Indiana Sluggers, or Clarksville Sluggers, or Hoosier Sluggers, for the trademark will remain unchanged. The Louisville Slugger trademark, registered in 1894, has survived one change already as baseball bats have been manufactured at a Canadian plant for several years.

One of Louisville's oldest companies, Hillerich and Bradsby grew from a wood-turning shop started in 1856 by German-born J. Fred Hillerich, great-grandfather of the company's young president, the fifth of his family to head the firm. Only by accident did the firm begin to manufacture baseball bats. In 1884, the founder's son, John Andrew Hillerich, was attending an Eclipse team game in which Pete "The Old Gladiator" Browning, broke his bat. The younger Hillerich offered his assistance, plunging the family firm headlong into the bat-making industry.

In 1916, the company began to manufacture golf clubs, and since then have expanded to making hockey sticks and other sporting equipment. During World War II, Hillerich and Bradsby extended their areas of production to include M-1 carbine stock and tank pins for the U.S. Armed Forces.

Louisville Slugger bats, from thirty to thirty-six inches in length, are manufactured according to professional players' specifications.



Ohio River Valley Mansion

Reminiscent of Steamboat Era

by Priscilla Murphy



Aurora civic groups work together with Foundation members in planning "Christmas at Hillforest" each December.

Ladies of the Thomas Gaff household entertained female guests in the small, circular "Morning Room" on the second floor of the Ohio River Valley Mansion.

High on a Dearborn County hillside, overlooking a bend in the Ohio River, is a stately, yellow mansion, reminiscent of "steamboat days" more than a century ago. This elegant structure, called Hillforest Mansion, was built about 1852 by Thomas Gaff, a leading Ohio River Valley steamboat operator, industrialist, financier, and philanthropist. Nearly four years were required for construction of the Gaff home. The architect of the river mansion remains unknown, although it is suspected that Thomas Gaff played a major role in the planning and design of the home.

Gaff and his brother James owned two prominent river-boats, the Diana and the Forrest Queen, the latter reputed to have successfully run the Civil War blockade at Vicksburg. Atop the house is a many-windowed belvedere, reached only by an enclosed staircase. Here, Thomas Gaff spent many hours entertaining gentlemen guests.

European influences are noticeable in this Aurora, Indiana, home. The magnificent structure is basically of Italian Renaissance, but visitors to the restored mansion visualize the floating palaces which traveled the river daily. Perhaps, here is the origin of the name "steamboat Gothic" that has been associated with Hillforest.





The stately, yellow mansion, basically Italian Renaissance in design, overlooks Aurora, Indiana, and the Ohio River Valley.

The frame house, shuttered in dark green, is of cypress wood. The siding was applied horizontally with decorative wood quoins attached to the corners, giving the appearance of stone or plaster. In the Art Section of Time Magazine, May 9, 1942, a feature article described this Ohio Valley mansion as "the last word in elegance" and "one of the most elaborate forms of U.S. Architecture ever built of wood."

A veranda extends across the front of the house which is supported by graceful Tuscan columns, while wrought iron decorates the front upper porch and the side balconies. The main hall and vestibule flooring is of inlaid hardwoods, including much Circassian walnut imported from Europe. Fifteen-inch plaster moulds of grape and leaf patterns adorn the ceilings in the principal rooms and decorative metal pieces surround the chandeliers.

The romantic old home has twelve rooms, six fireplaces, three balconies, a full basement, and a wine cellar.

The interior of the mansion is conventional in arrangement, with large twin parlors opening from either side of the main hall. A suspended staircase, typical of the more elaborate steamboats of the era, ascends from the central hall and separates into two narrower stairways at the first landing.

On the second floor is a wide central hall from which open five rooms. At the front is a small, circular "Morning Room", used by the ladies of the household for entertaining. Two large bedrooms, a sitting room, and small museum, housing possessions of the Gaff family, as well as other artifacts of the steamboat period, complete a tour of the second floor. Somewhat unique for the 1850's are the numerous spacious closets found throughout the household.

Landscaping of the ten-acre grounds followed the design of an Italian Villa. A stone wall, six feet high, extends along the entire four hundred foot frontage, in the center of which is a twenty-foot gateway. A circular drive forms

the approach to the main entrance of the home. Admittance to Hillforest could also be gained via more than a hundred sandstone steps, leading up the steep hillside.

Especially notable is the unusual stonework of the decorative, many-terraced rock gardens, and the huge sycamores which flank the entrance, as well as the lovely wooded area to the rear of the property. A melon-cooling cellar with four small stone seats, used for viewing the River Valley, was built of fossil-type stone taken from a cliff on the Kentucky side of the Ohio, two miles downstream from Aurora. On the grounds are numerous paths, a rustic summerhouse, and a spring which supplies the extensive water system, connected underground with eleven cisterns located at various points on the property.

The topmost portion of the land, possibly three acres in size, was a grazing area. Beyond this was the vegetable garden, including a large grape arbor, the width of the Gaff property.

Descendants remember an extensive garden, easily visible from the house, filled with sweet shrub, mock orange, lilacs, bleeding hearts, violets, pansies, iris, roses, and short-spurred columbine. Hillforest, however, was not without its own greenhouse for propagating and potting plants and holding over tender plants during the winter months.

The mansion is open daily, from 1 to 5 p.m., except Monday, April 1 through December 31. For more than a decade the Foundation has combined efforts with Aurora civic groups, to celebrate Christmas at Hillforest, as it has been in the Gaff era. This year, the Victorian Open House was held December 2-3. Foundation members serving as hostesses and young ladies, both dressed in nineteenth century attire, added to the holiday atmosphere, as more than 500 persons visited the river mansion. A ceiling-high evergreen, covered with popcorn and cranberry strands, gingerbread dolls, and handmade ornaments, stood in the right front parlor.

Prehistoric Site Reconstructed,

The prehistoric community of Angel Site was inhabited by the American Indian from 1300 A.D. to 1500 A.D. This settlement, encompassing 103 acres, is located along the Ohio River in Vanderburgh County. While the river to the south formed a barrier against attack, the mainland boundaries were protected by a stockade. The architectural layout of the prehistoric town indicates to archaeologists that Angel Site served the surrounding villages as a regional center. A plaza and individual residences were elevated upon earth platforms within the stockade. More than 1,000 Indians are thought to have lived in Angel Site, before it was abandoned at the time of contact with the European culture.

The Stockade circled the town in the shape of an arc, extending 6,300 feet. Bastions were located along the barrier in 120-foot intervals.

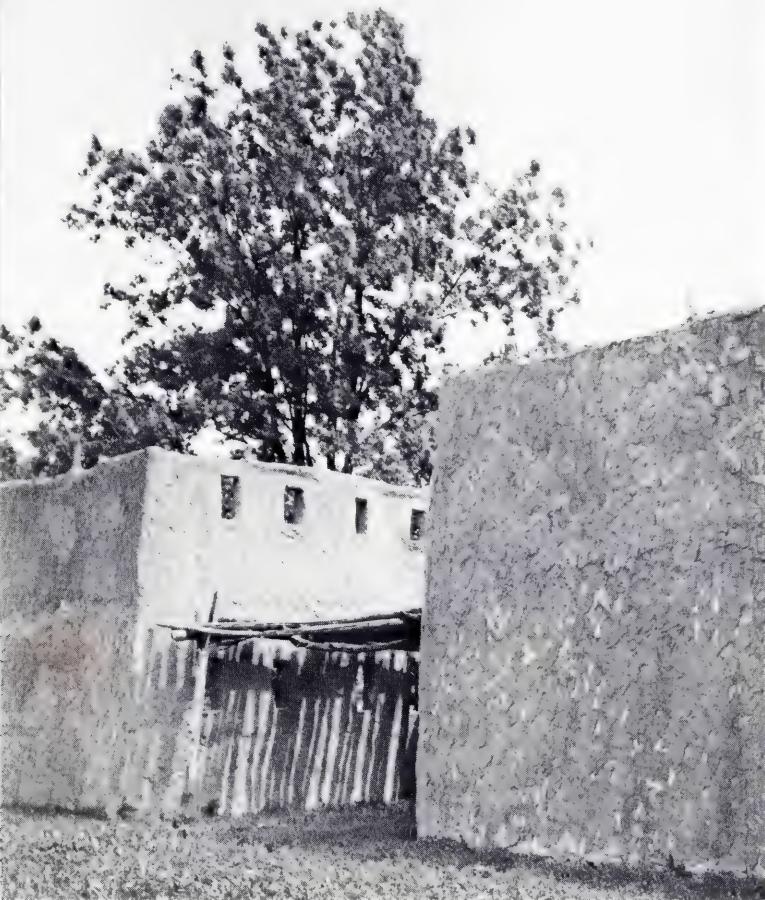
Buildings central to the social, religious, and political life of community, were elevated on earthen mounds. The central mound (A) is one of the largest prehistoric structures east of the Mississippi River. While it measures 644 feet in length, 415 feet in width, and is 44 feet high, the base covers more than four acres. A Temple has been excavated and reconstructed on Mound F.

To the west of the central mound was an open area bordered by houses that served as the Town Plaza. It was here that celebrations, rituals, as well as informal gatherings occurred. The actual homes were square or rectangle in design, with the floor plan averaging 400 square feet. A wet clay and grass mixture was plastered between logs and twigs in construction of the grass-thatched roof houses. The interior was very simple, but did contain a central hearth and ceiling vent for heating and preparing meals.

While the excavation of some simplistic artifacts indicated that manufacturing was carried on at the Angel Site, most of the community was engaged in hunting or the production of food. Corn served as the principal crop, but the wooded areas of Southern Indiana provided an abundance of fruits, nuts, and plants.

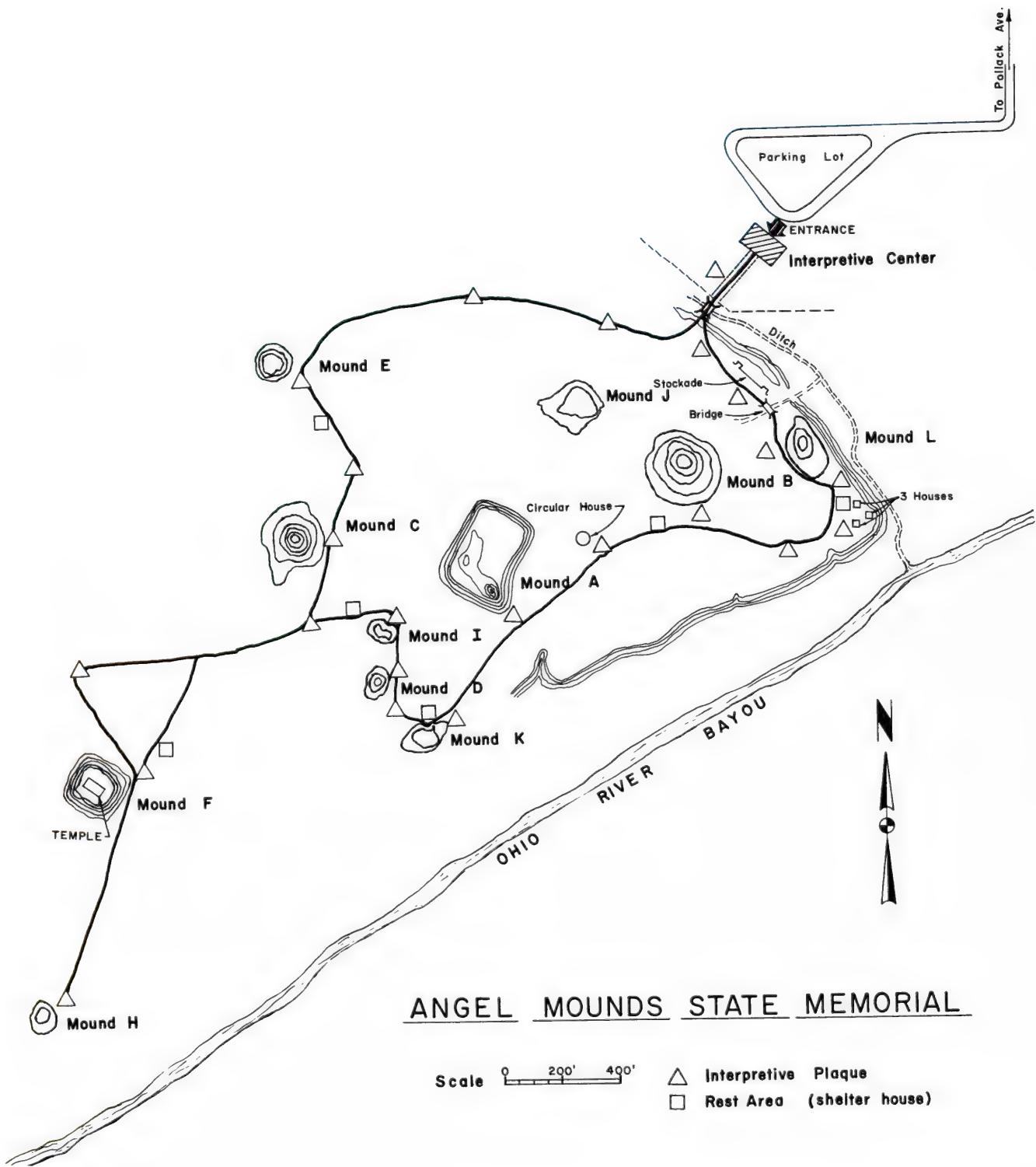
The first written account of the site is dated 1875. Sixty-three years later, the Indiana Historical Society purchased the land for restoration purposes. The State obtained the title to the property in 1947. During World War II, numerous W.P.A. employees were involved in the excavation project that had been underway for over twenty years. Presently, Angel Mounds State Memorial is operated by the Indiana Department of Natural Resources, with Indiana University utilizing the facility for archaeological research. On October 19, 1972, an Interpretive Center was dedicated to serve as an educational facility for relating the Indian Mounds Story. While modern materials have been used, the architectural design of the Center reflects construction of the sixteenth century Indian buildings. In addition to the Museum and display areas, there is a Lecture for Orientation Room. The facility is open to the public daily from 9 a.m. to 5 p.m. and 1 p.m. to 5 p.m. on Sundays, with the exception of certain holidays.

Heading South from the Center, the path spans a natural slue. Along the trail, structures have been reconstructed to portray the size, scale, color, and texture of the Temple, Stockade, and typical Indian home. Following the route are twenty-three historical markers, detailing the archaeological investigations conducted in these particular areas. The final stop along the trail is a visit at the Temple, which now serves as a Museum.



Structures have been reconstructed to portray the size, shape, color, and texture of these prehistoric Indian homes.

Interpretive Center Dedicated



Promotional Campaign Emphasizes Labeling Terms

by Sonya Saunders

EDITOR'S NOTE: The grocery industry is faced with many problems—rising costs, production, deliveries, and demands. Yet, many grocers are striving to serve their customers in the most efficient way possible. The Kroger Food Stores is just an example of the efforts made by many within the grocery industry.

The consumer's "right to know" has received another boost through the Kroger Food Stores. A program to disclose the fat content and guarantee ingredients in ground beef sold in the stores has been established in this area, Mr. Harry G. McDaniel, Public Relations Manager, explained.

Various industries are reacting to the nationwide cry for accurate information about the products and/or services purchased. The Kroger Company through voluntary action is trying to provide such information. "We know that today's consumers want to know more about the foods they eat. The ground beef quantity program is possible due to a new electronic analyzing machine being used by Kroger, and some leading meat packers, providing as fine a control as is possible today." Mr. Eugene Griner, Vice-President, Indianapolis Division said.

When a Kroger label reads "Ground Beef," it indicates that only pure beef is used, with no water or extenders added. The aim is 28% fat, although a maximum of 30% is allowed by federal laws. "Extra Lean Ground Beef," on the other hand, contains only 22% fat on the average,

and also is made only from beef.

On products labeled "Ground Chuck," the customer is assured that it contains only beef ground from the chuck portion with an average fat content of 18% (an interesting sidelight: some chuck roasts, if bought in any store and ground at home, could have a natural fat content much higher than this percentage!).

The leanest of all is "Ground Round," ground only from the beef round and with a diet-pleasing 14% fat average. Some fat is desirable in ground beef products because it is the primary contribution to flavor and juiciness.

This new program allows this assurance and is only made possible through the utilization of Kroger's modern meat plant in Indianapolis.

Precise measuring, formulating, and coarse grinding is done at the plant, then the meat is rushed to the stores where the final grinding and packaging on most products is completed.

The consumer's "right to know" is also expressed through open dating. The date on the package indicates the "pull date" or the last date that the product can be sold.

There are 1,300 perishable or semi-perishables dated, including refrigerator biscuits, eggs, margarine, luncheon meats, wieners, and bakery products. Mr. McDaniel commented that meats and produce will also be dated as soon as there is proper equipment available and personnel are trained.

The firm manufactures its own dairy products, bakery goods, coffee roasting, candy, luncheon meat, and mayonnaise.

Kroger label products are used whenever cost prohibits the company from manufacturing it themselves. Most of our label products are canned goods such as peas, corn, and carrots.

Every product packed for or by Kroger has a written specification. This starts with quality of the raw materials to be used, and carries through every step of processing to the finished product. Periodically, blind tests are made to evaluate the quality of items produced by and for Kroger and to compare them not only with those produced by other Kroger suppliers but also those of other top-quality brands. Such brands as Avondale or Country Club will not be as fancy as Kroger but are similarly guaranteed to be excellent value in their price range. The Kroger policy holds true throughout the 23 states with their 1,500 stores.

An example would be stems and pieces versus whole mushrooms. Here, the use of the product should be considered. Pieces are suitable for a casserole, while the whole product would take preference as a garnish or hors d'oeuvre.

Ghost inspectors are hired by the general office in Cincinnati, Ohio, to check at random the condition, service, and merchandise within all Kroger stores.

Advertised specials should be available to the customer throughout the entire time stated. Sometimes there is a

breakdown in delivery, due to a snowstorm, a truck malfunction, or a rail strike, but if this should occur, the manager will provide the customer a "raincheck" for future purchase at the advertised price.

Muncie had Indiana's first Kroger "Superstore" but there are now others in Bloomington, Martinsville, and three in Indianapolis: Castleton, Mars Hill, and North Eastwood. These are "bigger stores, with greater merchandising variety and special interest departments designed to deliver to our customers what they want to buy, where they want to buy it" commented Mr. McDaniel.

Most individuals do not realize that the profit on the dollar for grocery firms is less than 1% on their total income. A 1972 report on groceries within the industry indicates that the net earnings for all firms declined from .92% of sales to .86% of sales, the lowest in a decade. So each time a grocery cart costing \$29.00 is stolen or destroyed, the store must attract over \$2,900.00 in sales just to cover the loss.

Kroger is also striving to contribute to their local community's ecology programs with an "in the store baler" to squash, wrap, and cube corrugated paper which makes up 60% of the store waste. Recycling is significant because it reuses materials which otherwise would be destroyed, plus it minimizes air pollution. In 1968, Kroger also decreased by 70% the use of phosphates in their floor cleaning concentrate by scientifically devising a special pouch for the machine.

- 1.** When the label reads "Ground Round" you can be sure it's ground only from beef round. Our aim with fresh ground round . . . 14% fat for flavor.
- 2.** When the label reads "Ground Chuck," you can be sure it's ground only from beef chuck. Our aim with fresh ground chuck . . . 18% fat for flavor.
- 3.** Our "Xtra Lean Ground Beef" is all beef from several different cuts, freshly ground. Our aim . . . 22% fat for flavor.
- 4.** Our "Ground Beef," too, is made only from beef . . . nothing added. With Ground Beef, our aim is . . . 28% fat for flavor.
- 5.** Our Flavor Seal "Chub Pack Ground Beef," too, is all beef from several different cuts, fresh ground and packaged under continuous U.S. Government inspection. Our aim is . . . 28% fat for flavor.

Kroger's promotional campaign informs consumers of labeling terms in its ground beef quantity program.

Winter Sports, Recreation Facilities



Indiana winter sports and vacation resources are facing encouragement and expansion by the State's Department of Natural Resources. Hoosierland is limited in winter recreation sites when compared to the New England or Rocky Mountain States. However, Pokagon State Park serves as Indiana's winter playground, with toboggan slides, winter camping, sledding areas, and ice skating. The state facility, acquired in 1925, is located five miles north of Angola, Indiana, and one and one-half miles south of the Indiana Toll Road on Interstate I-69 and U.S. Highway 27. The 1173.49 acre site in Steuben County borders both Ohio and Michigan.

The main winter feature of Pokagon is the 1700-foot double-lane toboggan slide, setting a sixty mile-an-hour pace for thrill-seeking visitors. This is Indiana's only toboggan slide, with normal operating hours from 5 p.m. to 10 p.m. on weekdays, and 10 a.m. to 10 p.m. on weekends and holidays. Daytime operation of the toboggan slide may be made available upon prior request with the park superintendent for groups of twenty persons or more. New this year will be the installation of refrigeration equipment for the slide, scheduled for completion in mid-December. All toboggan equipment is provided for visitors by the State Park.

While hikers may enjoy miles of old Indian trails throughout the Park, skiers may utilize the beginning and advanced ski trails. Pokagon also offers guests refreshments and a break from the winter air in the Ski Hut.

The advantage of Snow Lake and Lake James, Indiana's third largest lake, makes possible a wide variety of winter sports. Park visitors may operate their privately-owned snowmobiles only in an area especially designed for snowmobiling. The "snowmobile" area is in the northeastern part of the park and entrance to this area may be gained from Indiana State Road 120. Horseback rides and horse drawn sleigh rides are available at the saddle barn. Weather conditions permitting, an area for ice skating is roped off on the lower basin of Lake James.

The Potawatomi Inn, located in the Park, offers rooms during the winter season, providing a pleasant atmosphere for those seeking quiet recreation and relaxation. Kitchen facilities are presently being remodeled, with meals available to lodge guests upon completion of the project. Numerous motel accommodations and restaurants are only minutes away from Pokagon State Park.

The lodge is 1,000 feet above sea level on one of the Hoosier state's highest points. The Inn is named for the Indian tribe inhabiting the northeastern corner of Indiana, two centuries ago.

Face Encouragement, Expansion



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